

SUPLEX.DESIGN

11

ECOMMERCE WEBSITE AUDIT CHECKLIST

Complete Edition | 11 Audit Areas | 100+ Checkpoints

Run this audit quarterly to protect your rankings, conversions, and revenue.

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How to Use This Checklist

Work through all 11 sections in order. Tick each item once confirmed. Flag issues with a priority level: P1 (fix immediately), P2 (schedule next sprint), P3 (fix when capacity allows), or P4 (deprioritise). Run the full audit quarterly and lighter checks monthly.

P1 Critical	P2 Important	P3 Nice to Have	P4 Backlog
High impact, low effort — fix immediately	High impact, high effort — schedule in next sprint	Low impact, low effort — fix when possible	Low impact, high effort — deprioritise

1 **TECHNICAL SEO AUDIT**

Crawlability and Indexability

- XML sitemap is present, accurate, and submitted to Google Search Console
- Robots.txt is not accidentally blocking important pages or directories
- No product or category pages have unintentional noindex tags
- Crawl errors in Google Search Console reviewed and resolved
- No orphan pages — pages with zero internal links pointing to them

URL Structure

- URLs are readable and descriptive (e.g. /mens-running-shoes/nike-air-zoom)
- Consistent URL format: lowercase letters and hyphens, no special characters
- Faceted navigation filter URLs are canonicalized to the main category URL
- URLs are under 100 characters wherever possible

Canonicalization and Duplicate Content

- Canonical tags are in place on paginated pages (page 2, page 3, etc.)
- www and non-www versions resolve to one via a 301 redirect
- All HTTP pages redirect to HTTPS with no mixed content warnings
- Product variant pages (colour, size) are canonicalized to the primary product URL

Redirect Management

- No redirect chains — A to B to C should be consolidated to A to C
- No redirect loops present anywhere on the site

- Deleted product pages redirect to the closest live equivalent or category page
- No soft 404 pages appearing in Google Search Console

Structured Data / Schema

- Product schema includes: name, price, currency, availability, and review data
- BreadcrumbList schema present on all product and category pages
- Organisation schema implemented on the homepage
- FAQPage schema added to relevant pages (product FAQs, support pages)
- All schema validated using Google's Rich Results Test

Site Architecture

- Logical hierarchy followed: Home > Category > Subcategory > Product
- No important page is more than 3 clicks from the homepage
- Internal linking strategy is documented and consistently applied

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ON-PAGE SEO AUDIT

Title Tags

- Every page has a unique title tag with no duplicates across the site
- Primary keyword appears near the start of the title
- Title tag length is between 50 and 60 characters

Meta Descriptions

- Every page has a unique meta description
- Meta description length is between 140 and 160 characters
- Each meta description includes the primary keyword and a clear call to action

Product Page SEO

- Every product has a unique description — no manufacturer copy
- Primary keyword appears in the title tag, H1, and opening paragraph
- All product images have descriptive alt text including relevant keywords
- Customer review data is marked up with schema

- Related product links are in place to distribute internal link equity

Category Page SEO

- Each category page has at least 100 to 150 words of unique introductory copy
- Primary keyword appears in the H1 and opening paragraph
- Faceted navigation is not silently generating duplicate category pages

Image Optimisation

- All images have descriptive, keyword-relevant alt text
- Images are compressed and served in WebP format
- Image filenames are descriptive (not IMG_4832.jpg)
- Lazy loading is enabled for all below-the-fold images

Internal Linking

- Breadcrumbs are present on all product and category pages
- Related product links appear within product page content
- Blog posts link to relevant product and category pages

3 CONTENT AUDIT

Homepage Content

- Clear value proposition is visible above the fold
- Trust signals visible without scrolling (reviews, certifications, press mentions)
- Featured categories or products reflect current inventory and promotions

Product Descriptions

- Every product has a unique description — no copied manufacturer content
- Descriptions are benefits-first, not features-only
- Size guides, materials, care instructions, and FAQs included where relevant

Blog and Content Hub

- Blog targets informational and pre-purchase keywords your audience searches
- Content is updated regularly — outdated posts are refreshed or removed

- Each post includes a clear CTA linking to a relevant product or category
- Thin content (under 500 words with no unique value) is expanded or removed

Content Gaps

- Keyword gap analysis run against top 3 competitors in Ahrefs or SEMrush
- FAQ pages are present and cover common pre-purchase questions
- Buying guides and product comparison content are available
- User-generated content (reviews and Q&A) is present on product pages

4 SITE SPEED AND PERFORMANCE AUDIT

Core Web Vitals

- LCP (Largest Contentful Paint) is under 2.5 seconds
- INP (Interaction to Next Paint) is under 200ms
- CLS (Cumulative Layout Shift) score is under 0.1
- Core Web Vitals scores reviewed in Google Search Console report

Page Speed

- All images are served in WebP or AVIF format
- Browser caching is enabled for static assets
- CSS, JavaScript, and HTML are minified
- A CDN (Content Delivery Network) is in use
- Time to First Byte (TTFB) is under 200ms

Third-Party Scripts

- Full inventory of all active third-party scripts compiled
- All unused or redundant scripts have been removed
- Non-critical scripts (chat, heatmaps, ad pixels) are deferred or async loaded

5 MOBILE AUDIT

Mobile Experience

- Site is fully responsive with no broken layouts across common screen sizes
- Passes Google's Mobile-Friendly Test
- No horizontal scrolling at any screen width
- All tap targets (buttons, links, form fields) are at least 48x48px
- Body text is at least 16px — no need for users to zoom in
- Popups and banners do not block core content on mobile
- Mobile checkout is streamlined with minimal steps
- Input fields are large with autofill enabled on mobile checkout

6 UX AND DESIGN AUDIT

Navigation

- Menu structure is clear and not overloaded with options
- Prominent site search with autocomplete suggestions is present
- Breadcrumbs appear on all category and product pages

Product Pages

- Add to Cart button is visible above the fold without scrolling
- High-quality product images are present with a zoom function
- Multiple product images show the product from different angles
- Pricing is clear and discounts are shown explicitly
- Stock availability is displayed on the product page
- Estimated shipping timeframe and delivery cost shown near the CTA

Trust and Credibility

- SSL certificate is active and not close to expiry
- Trust badges and payment provider logos visible on product and checkout pages
- Verified customer reviews with star ratings are visible on product pages
- Return and refund policy is easy to find — linked in footer and near checkout
- Contact information (phone, email, live chat) accessible from any page

Accessibility

- Text and background colour meet WCAG 2.1 AA contrast ratio (4.5:1 minimum)
- All images have meaningful, descriptive alt text
- All forms are fully keyboard-navigable
- ARIA labels applied to interactive elements that lack visible text labels

7 CRO AUDIT

Homepage and Landing Pages

- Primary CTA is visible above the fold without scrolling
- Social proof (reviews, customer counts, media mentions) prominently displayed
- Any urgency or scarcity elements (low stock, sale countdown) are genuine

Product Pages

- Customer reviews are positioned near the Add to Cart button
- Upsell and cross-sell sections show genuinely related products
- Wishlist functionality allows users to save products for later
- Live chat is available for pre-purchase questions on high-value products

Cart and Checkout

- Guest checkout is available — no forced account creation
- Checkout is 1 to 2 pages with a clear progress indicator
- Multiple payment methods available: card, PayPal, Apple Pay, Buy Now Pay Later
- Cart abandonment email sequence is active and tested
- Exit-intent popup on cart page offers an incentive to complete purchase

Post-Purchase

- Order confirmation email sent immediately with full order details
- Thank-you page includes a next CTA (related products, referral, social follow)
- Returns process is easy to find and easy to initiate

8 SECURITY AUDIT

Security Checklist

- SSL certificate is valid with at least 30 days before expiry
- All pages load over HTTPS with no mixed content warnings
- Ecommerce platform (Shopify, WooCommerce, Magento, etc.) is on latest version
- All plugins and extensions are up to date
- Two-factor authentication (2FA) is enabled on all admin accounts
- Automated daily backups are in place and have been tested
- Active malware scanning is running
- Store meets PCI-DSS compliance requirements for payment processing
- GDPR-compliant cookie consent banner is active and functioning correctly
- A Web Application Firewall (WAF) is active

9 ANALYTICS AND TRACKING AUDIT

Analytics Checklist

- GA4 is properly installed with no duplicate tracking code
- Google Tag Manager is in use for centralised tag management
- Enhanced ecommerce tracking enabled in GA4 (add-to-cart, checkout, purchases)
- Google Search Console is connected and domain property is verified
- Purchase and lead conversion events are configured and firing correctly
- Heatmaps are active on high-traffic pages (homepage, top products, checkout)
- Meta Pixel is installed and verified via Meta Events Manager
- Checkout funnel is visualised in GA4 — drop-off points identified
- 404 errors are tracked as events in GA4
- Internal site search is tracked to capture what users search for on-site
- Internal team traffic is filtered out of GA4 data

10 LINK PROFILE AND OFF-PAGE SEO AUDIT

Backlink and Off-Page Checklist

- Total backlink count and trend reviewed (growing, flat, or declining)
- Domain Rating (Ahrefs) or Domain Authority (Moz) benchmarked against competitors
- Toxic or spammy backlinks identified and disavowed via Google Search Console
- Anchor text distribution is natural — no over-optimisation on exact-match anchors
- Unlinked brand mentions identified for potential link acquisition
- NAP (Name, Address, Phone) consistency checked across business directories
- Google Business Profile is claimed, fully completed, and actively managed

11 COMPETITOR BENCHMARKING

Competitor Analysis Checklist

- Top 3 to 5 competitors identified — those ranking for the same product keywords
- Domain Rating, backlink count, and estimated organic traffic compared
- Content gap analysis completed to find keywords competitors rank for that you don't
- Competitor site speed tested on PageSpeed Insights and compared against yours
- Competitor product page UX reviewed: pricing, CTAs, review volume, image quality

