



Website Audit Checklist

Designed for arts and culture organisations to assess and prioritise website updates.

Content Audit

	All Good	Needs Improvement	Priority
Homepage Content: Is your homepage current, engaging, and free of outdated information?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Event Listings: Are past events removed or archived? Are future events up-to-date?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff Profiles: Are bios and team pages accurate and reflective of current staff?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blog/News Updates: Are there recent articles or updates (within the last 6 months)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SEO Keywords: Do page titles, meta descriptions, and headings include relevant search terms?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broken Links: Test for broken links using tools like BrokenLinkCheck.com.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Design and User Experience

	All Good	Needs Improvement	Priority
Visual Appeal: Does the design still look modern, uncluttered, and aligned with your brand?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Navigation: Is the menu still intuitive and easy to use? Can users find key information within 3 clicks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile Responsiveness: Does your website adapt seamlessly to current mobile and tablet devices?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility: Is your website usable for people with access requirements? (e.g., alt text, high contrast text).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Call-to-Actions: Are buttons like "Book Now" or "Donate" clear, prominent, and functional?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Performance and Speed

	All Good	Needs Improvement	Priority
Load Time: Does your website load in under 3 seconds? Test using Google PageSpeed Insights .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Image Optimisation: Are your images compressed and in modern formats like WebP?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Caching Enabled: Is browser caching active to improve load times for repeat visitors?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Redirects: Are there minimal redirects? Remove unnecessary ones to speed up performance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hosting: Does your hosting still plan meet your site's traffic and performance needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Security and Updates

	All Good	Needs Improvement	Priority
HTTPS Encryption: Does your site have an SSL certificate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CMS and Plugin Updates: Are your CMS (e.g., WordPress) and plugins up to date?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Backup System: Are regular website backups scheduled and stored securely?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Firewall: Is a firewall in place to protect against cyberattacks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
User Access: Are admin accounts limited to essential personnel, and are strong passwords enforced?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Analytics and Monitoring

	All Good	Needs Improvement	Priority
Google Analytics: Is Google Analytics installed and tracking visitor behaviour effectively?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Key Metrics: Are you regularly monitoring traffic, bounce rates, and session durations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heatmaps: Have you used tools like Hotjar to understand how users interact with your site?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broken Link Monitoring: Is there a system in place to alert you to broken links over time?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performance Reviews: Are you scheduling monthly or quarterly audits to keep your site in check?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Ongoing Maintenance

	All Good	Needs Improvement	Priority
Editorial Workflow: Is there a team or individual responsible for updating content regularly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Content Calendar: Do you have a schedule for refreshing key pages?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
User Testing: Have you tested the website with real users to identify pain points?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feedback Loop: Are you gathering feedback from visitors or stakeholders to improve the site?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Futureproofing: Is there a plan in place for periodic redesigns or upgrades (e.g., every 2-3 years)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>