**Website Design, UX & SEO Health Checklist**

Identify design, UX, and SEO issues holding your website back. Perfect for teams planning a refresh.

1. Design Review

- Is your branding consistent across all pages?

- Are your fonts legible and consistent?

- Do your colors meet accessibility standards (contrast, readability)?

- Are images high-quality, optimized, and relevant?

- Is the layout visually balanced with clear hierarchy?

2. UX (User Experience) Audit

- Can users quickly understand what your site is about?

- Is navigation intuitive and visible across all devices?

- Are CTAs (Call-to-Actions) easy to find and action-oriented?

- Is the mobile experience seamless and responsive?

- Are forms short, usable, and functional?

3. SEO Essentials

- Are page titles and meta descriptions optimized and unique?

- Does every page have a clear H1 heading and supporting subheadings?

- Are you using ALT text for all images?

- Are internal links helping users and search engines navigate?

- Have you fixed broken links and 404 errors?

- Is your website submitted to Google Search Console and XML sitemap up to date?

4. Performance & Technical Checks

- Is your website loading in under 3 seconds? GTMetrix is a tool to use

- Are your JavaScript and CSS files minified and deferred where possible?

- Is your site secured with HTTPS?

- Are plugins or third-party tools slowing down performance?

Next Steps

Use this checklist to guide your internal audit. For a more detailed review or help with implementation, reach out to the Brainyyack team.