**Website Audit Checklist Steps**

* Step 1: Get some baseline data with Google Analytics
* Step 2: Make sure Google is only indexing one version of your website
* Step 3: Check that your website is mobile friendly
* [Step 4: Improve your website’s speed](https://www.bluehillsdigital.com/articles/website-audit-checklist/#improve-speed)
* [Step 5: Remove low-quality and unnecessary pages from Google’s index](https://www.bluehillsdigital.com/articles/website-audit-checklist/#remove-low-quality-pages)
* [Step 6: Fix indexing problems using Google Search Console](https://www.bluehillsdigital.com/articles/website-audit-checklist/#fix-indexing-problems)
* [Step 7: Fix broken links and stop 404 errors](https://www.bluehillsdigital.com/articles/website-audit-checklist/#fix-broken-links)
* [Step 8: Analyze backlinks (and disavow toxic links if necessary)](https://www.bluehillsdigital.com/articles/website-audit-checklist/#analyze-backlinks)
* [Step 9: Check your website against user accessibility guidelines](https://www.bluehillsdigital.com/articles/website-audit-checklist/#accessibility)
* [Step 10: Improve on-page SEO for your most important content](https://www.bluehillsdigital.com/articles/website-audit-checklist/#on-page-seo)
* [Step 11: Make sure your content gives users what they are looking for](https://www.bluehillsdigital.com/articles/website-audit-checklist/#improve-content)
* [Step 12: Organize your website navigation](https://www.bluehillsdigital.com/articles/website-audit-checklist/#website-navigation-architecture)
* [Step 13: Peek at your competitors’ websites and identify content gaps](https://www.bluehillsdigital.com/articles/website-audit-checklist/#competitive-analysis)
* [Step 14: Set up recurring website health monitoring and alerts](https://www.bluehillsdigital.com/articles/website-audit-checklist/#website-health-alerts)
* [Step 15: Set up keyword position tracking and alerts](https://www.bluehillsdigital.com/articles/website-audit-checklist/#keyword-position-tracking)
* Explore our Website Audit Services