



FLOW
CREATIVE
WEBSITE & GRAPHIC DESIGN

FLOWCREATIVE.COM.AU

WEBSITE AUDIT CHECKLIST

A COMPLETE AUDIT CHECKLIST





Hey There!

You're doing a great job taking the time to review your website—it's your digital home, after all! Use this checklist as a guide to help you see what's working well, what could be improved, and where to focus next.

There's no need to fix everything at once. The goal is simply to get a clearer picture of how your website is performing and identify any areas that may be affecting clarity, trust, SEO, mobile experience, or enquiries.

As you work through each section, look for patterns. If the same issues keep appearing, those are likely the areas that will have the biggest impact when improved. Take it one step at a time and celebrate what's already working.

Ready? Let's go!

Danielle

Founder & Head Designer
Flow Cre8tive

How to Use This Checklist

This checklist is designed to help you review the key areas of your website and get clear on what may need improving next.

As you work through each section, mark each checkbox with a tick for yes, or leave blank for no.

Yes – this is working well

No / Not Sure – this needs attention or you are unsure

Record the rough percentage of boxes ticked for each section and use this to fill out the table at the end of the document.

Once you have scored each section, look at your results as a whole. If you notice several Amber or Red areas, use them to choose your top priorities before making updates, investing in a redesign or seeking extra support. You can find a guide to interpreting your score in the “interpreting your results” section.

You do not need to fix everything at once. The goal is to get a clearer picture of what is already supporting your business and what may be affecting clarity, trust, SEO, mobile experience or enquiries.

Good luck!

1. Branding & Visual Identity

Your website should feel like your brand from the first click. When someone lands on your site, they should immediately recognise who you are and what you stand for.

Logo

- Is your logo crisp and high-quality (no pixelation, please!)?
- Does it appear in the same place on every page?
- Does it link back to your homepage when clicked?

Your logo is your calling card – make sure it shines like the star it is!



Colour Palette

- Are you using your brand colours consistently across the site?
- Are your buttons and CTAs in a standout accent colour to grab attention?
- Is your text easy to read against the background?

Colours are emotional triggers. If something feels off, tweak it until the palette tells the right story for your brand.

Bonus Tools:

WebAim: Use WebAim to check your colour have enough contrast to read properly.

Typography

- Are you using no more than 2–3 fonts across your site for consistency?
- Is your body text big enough to read comfortably (16px+ is ideal)?
- Are your headings styled consistently (e.g., H1 for main titles, H2 for subtitles)?

Fonts should make people feel relaxed, not squinting. If you're unsure, stick to classics like Open Sans or Montserrat—they're clean and versatile.

Imagery

- Are your images high-quality, inclusive, and aligned with your brand's vibe?
- Are they optimised for web use (compressed for faster load times using **TinyPNG**)?

Your images should tell a story. If they don't fit the narrative, it's okay to swap them out—you're allowed to change your mind.

Bonus Tools:

- **Canva**: For easy logo and branding design.
- **Coolors**: To create or fine-tune your colour palette.

The Canva logo is displayed in a white rounded rectangle. The word "Canva" is written in a stylized, cursive font with a color gradient from light blue to purple.The Coolors logo is displayed in a white rounded rectangle. The word "COOLORS" is written in a bold, blue, rounded sans-serif font.

2. User Experience (UX)

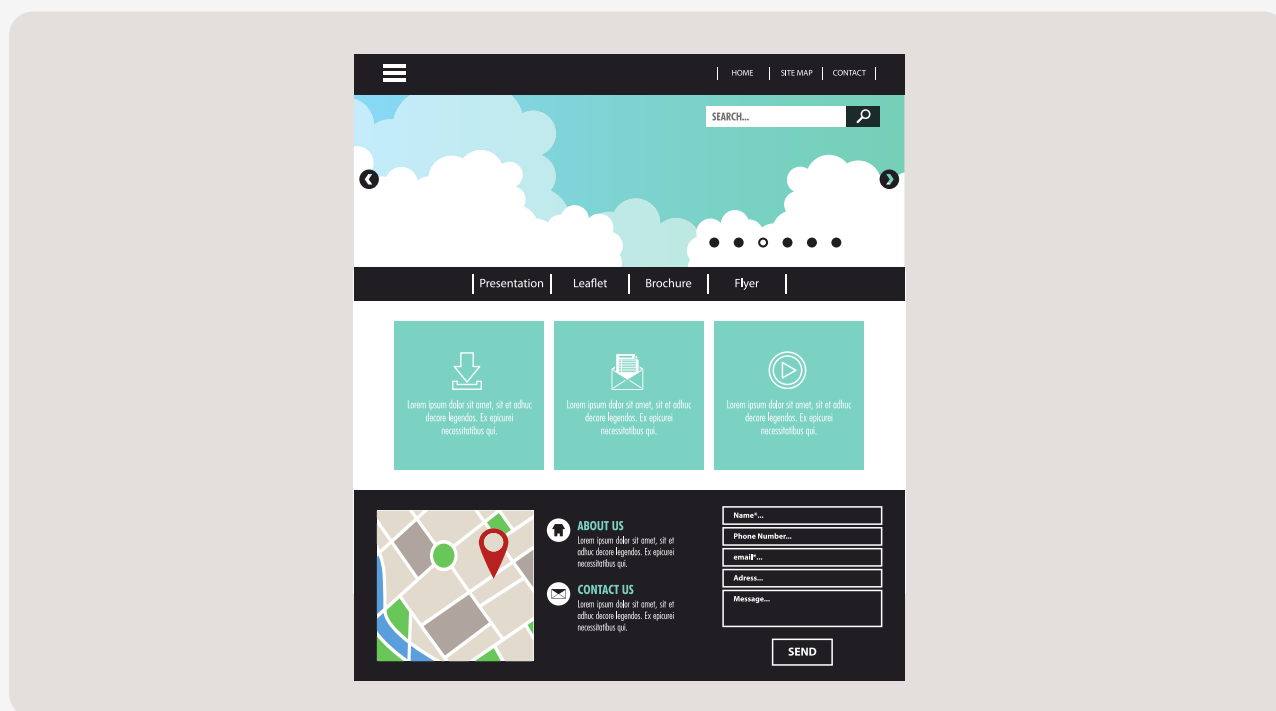
KEEP IT FRIENDLY

Your website should feel like an easy conversation. People shouldn't have to think about how to use it—it should guide them intuitively.

Navigation

- Is your menu clear and simple?
- Are all the links in your menu working?
- Do you have a search bar (especially for bigger sites)?

A clear menu is like a friendly guide leading people through your site. If it's simple and easy to follow, you're on the right track!



Mobile Responsiveness

- Does your site adjust well on mobile devices?
- Are buttons easy to tap on smaller screens?

More than half of your visitors will likely be on mobile. If your site looks good on their phones, you're already winning!



Load Time

- Does your site load in under 3 seconds? Use PageSpeed Insights or [GTmetrix](#) to test.

A slow-loading site can lose visitors, but don't stress—it's often a quick fix with image compression or hosting tweaks.

[GMETRIX TEST](#)



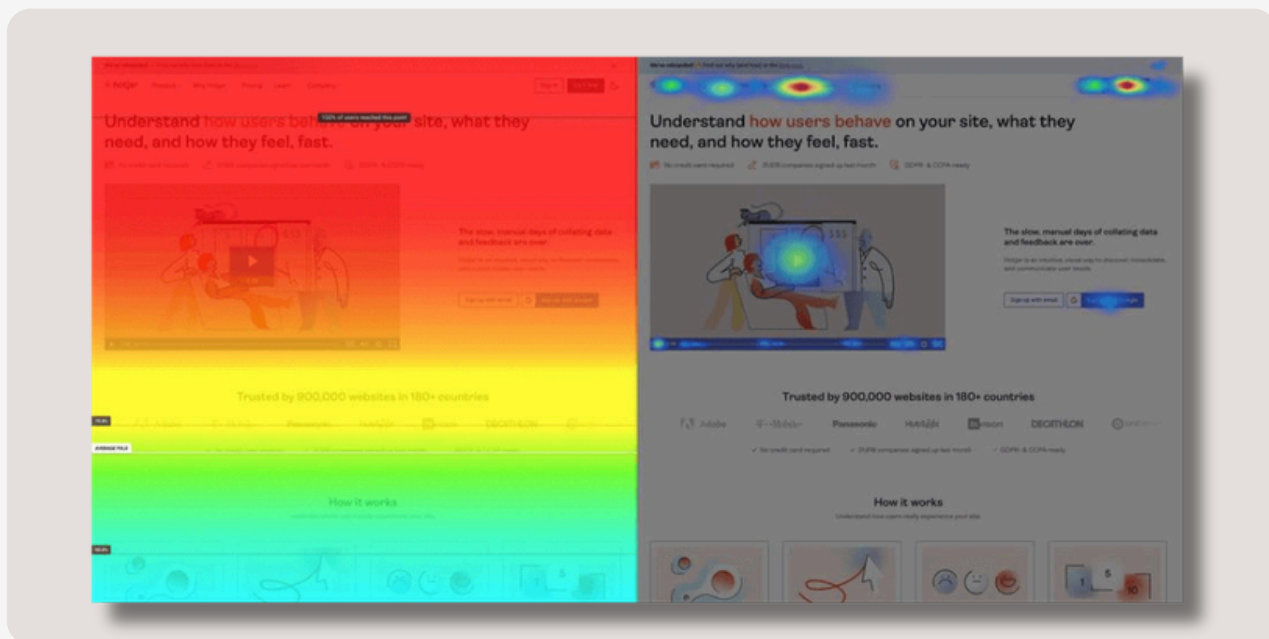
Call To Actions (CTA)

- Are your CTAs (like "Shop Now" or "Get Started") easy to find and clear?
- Do all buttons lead visitors where they're supposed to?

Think of CTAs as little nudges. They're your way of saying, "Hey, let me help you get where you need to go."

Pro Tip: Add a heatmap tool like [Hotjar](#) to see how visitors are navigating your site. You'll learn what's working and what isn't.

HOTJAR HEATMAP



3. SEO Optimisation

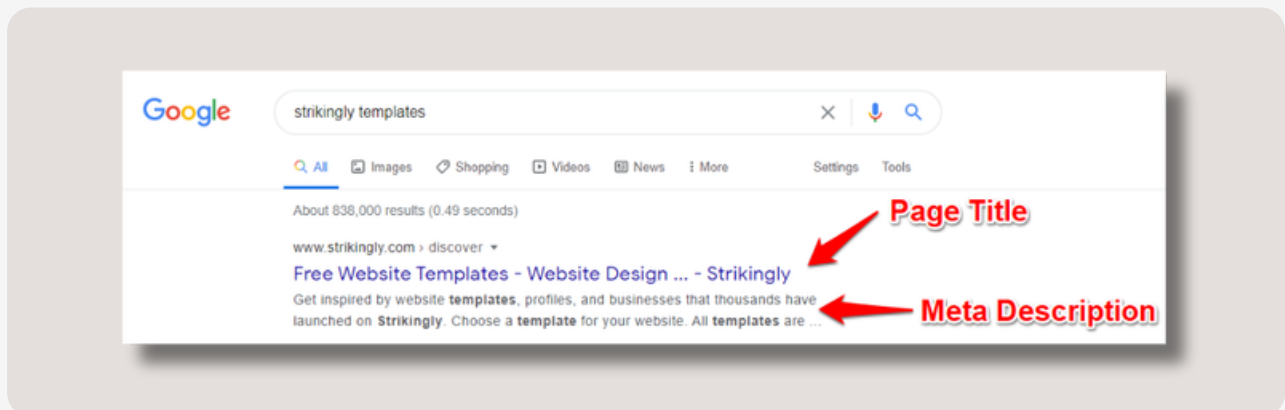
BE FOUND!

SEO might sound fancy, but at its core, it's about making your site easy to find when people search for what you offer.

Title Tags and Meta Descriptions

- Are these unique and descriptive for each page?
- Do they include keywords your audience might search for?

Think of title tags like book titles—they should give a clear, enticing hint about the content inside.

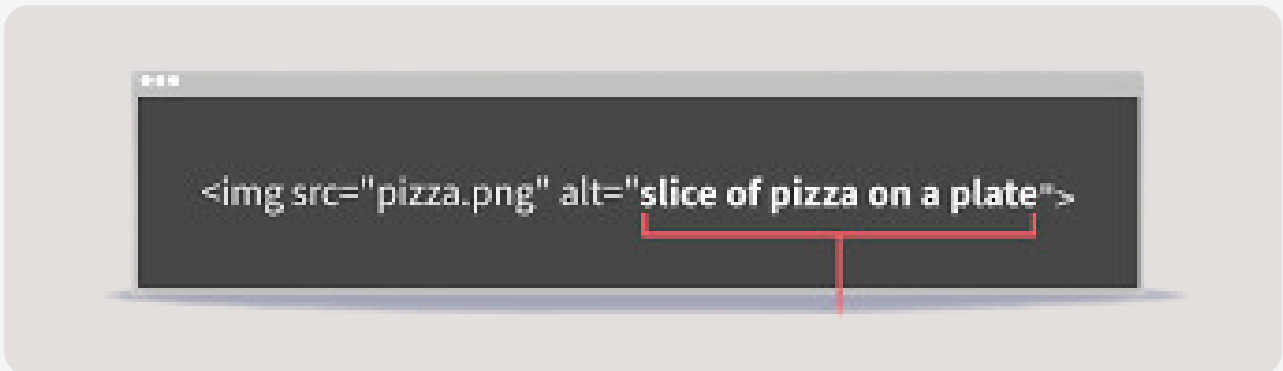


Alt Text for Images

- Have you written descriptive alt text for all images? (This helps with SEO and makes your site accessible for everyone!)

Alt text is like a hidden superpower for your site. It's quick to add and has a big impact.

If you're not sure where to start, or feel like you need more guidance, you might like our [Image SEO Cheat Sheet](#). It covers everything you need to know about Image SEO, for better rankings, faster loading times and an improved User Experience.



URL Structure

- Are your URLs clean and readable (e.g., “/about” instead of “/page123”)?

Clean URLs are like tidy signs—they help people (and search engines) understand where they're going.

Bonus Tools:

- [Google Keyword Planner](#): To find search terms your audience is already using.
- [SEO Starter Kit](#): Guide to harness SEO and improve website performance.

GOOGLE KEYWORD PLANNER



4. Content

MAKE IT SPEAK

Your words are just as important as your visuals. They should connect, guide, and inspire your audience.

Consistency

- Is your tone of voice aligned with your brand?
- Have you updated any outdated information?

Speak to your audience like they're your favourite client—warm, clear, and helpful.



Proofreading

- Are there any typos or grammatical errors?

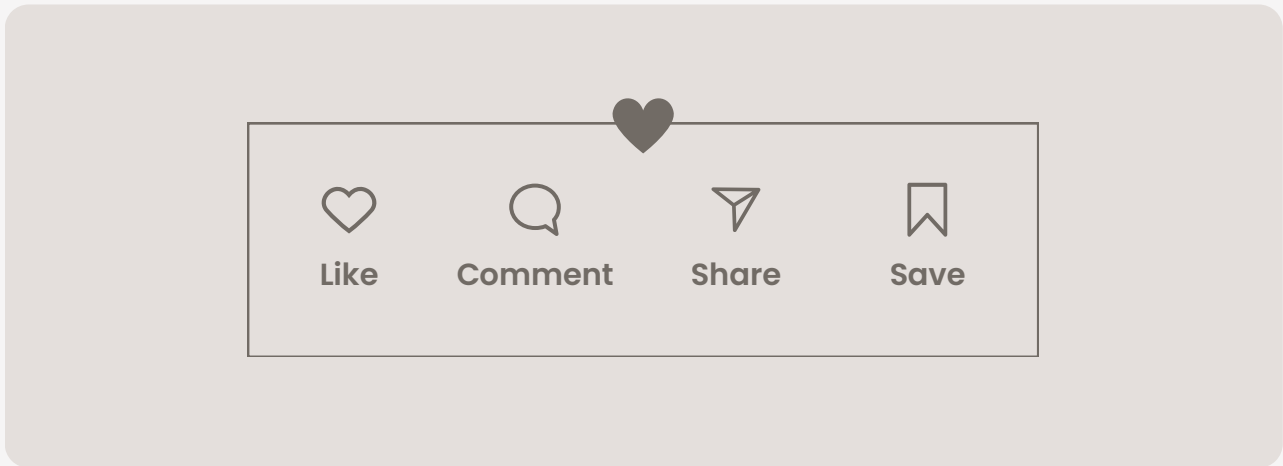
No one expects perfection, but polished content builds trust. A quick read-through can make all the difference.



Engagement

- Do you have testimonials, case studies, or examples of your work?
- Are videos or interactive elements working properly?

Stories sell. If you can weave real experiences into your content, your audience will connect with you even more.



5. Accessibility

MAKE YOUR SITE INCLUSIVE

Accessibility isn't just good ethics—it's good business. An accessible site ensures everyone, regardless of ability, can engage with your content.

KEYBOARD NAVIGATION	SCREEN READER COMPATIBILITY
<input type="checkbox"/> Speak to your audience like they're your favourite client —warm, clear, and helpful.	<input type="checkbox"/> Do images have alt text that describes their content? <input type="checkbox"/> Are headings structured in a logical hierarchy (H1 > H2 > H3)?
COLOUR CONTRAST	FORMS
<input type="checkbox"/> Are text and background colours high-contrast (test with WebAIM Contrast Checker)?	<input type="checkbox"/> Are form fields labelled properly so screen readers can identify them?

Bonus Tools:

- Wave Accessibility Tool: Analyse your site for accessibility issues.
- Axe Browser Extension: Great for identifying accessibility barriers.

WAVE ACCESSIBILITY TOOL

AXE BROWSER EXTENSION



6. Analytics & Tracking

SET YOURSELF UP FOR SUCCESS

Without data, you're flying blind. Tracking tools help you understand what's working and what needs attention.

Google Analytics

- Have you installed Google Analytics to track visitors, popular pages, and behaviour?

Conversion Tracking

- Are you tracking key actions like purchases, form submissions, or downloads?

Pixel Setup

- If you're running ads, have you set up Facebook, Google, or LinkedIn pixels?

Numbers can feel overwhelming, but they're your secret weapon. Even small insights—like knowing your top-performing page—can lead to big wins.

Bonus Tools:

- [Google Tag Manager](#): Manage all your tracking codes in one place.

GOOGLE TAG MANAGER



7. Function Testing

ENSURE EVERYTHING WORKS

Beyond looking good, your site should work like a dream.
Test every functionality to catch potential hiccups.

Forms

- Do all contact or subscription forms work and send submissions to the correct email?

Links

- Are all internal and external links functional (no 404 errors)?

Search Functionality

- If your site has a search bar, does it deliver relevant results?

Media

- Are videos and animations playing correctly across devices?

Ecommerce (If Applicable)

- Is the checkout process seamless and secure?
- Are shipping options, taxes, and payment gateways correctly configured?

Think of your website as a storefront. Double-checking functionality ensures visitors have a smooth experience and keep coming back.



8. Performance Optimisation

Slow websites lose visitors. Performance optimisation ensures users stay engaged.

Hosting

- Is your hosting service reliable and fast?

Image Optimisation

- Have all images been compressed using tools like TinyPNG?

Caching

- Have you enabled caching to reduce load times?

Minified Code

- Is your CSS, JavaScript, and HTML minified for faster performance?

Bonus Tools:

- **Pingdom:** Check your site's speed and performance.
- **WP Rocket:** Easy caching and optimisation for WordPress.

PINGDOM

WP ROCKET



9. User Feedback

TEST WITH REAL PEOPLE

Sometimes, the best insights come from a fresh pair of eyes. Involve real users to find blind spots.

Ask For Feedback

- Have you asked a friend or colleague to test your site?

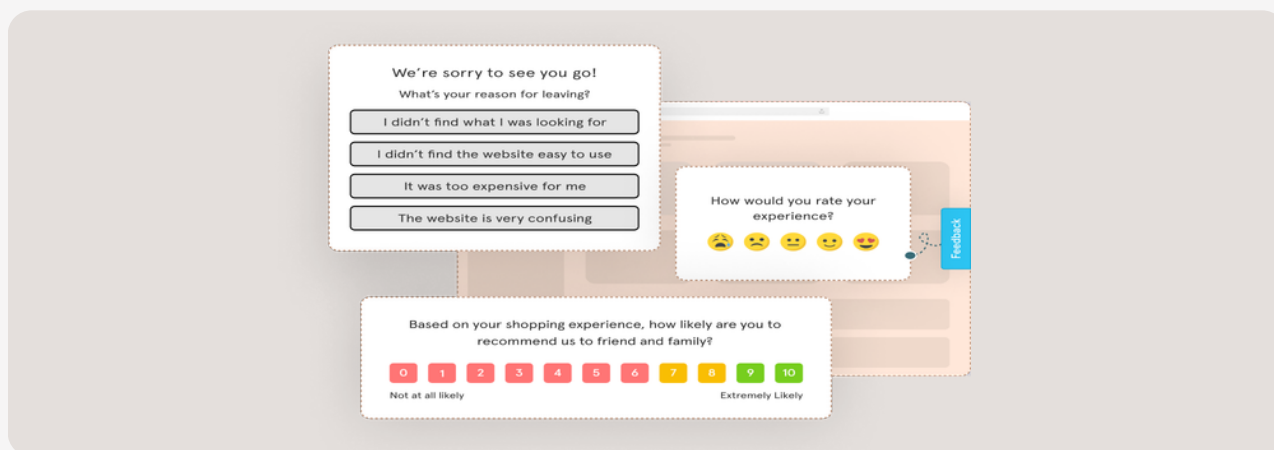
Record Sessions

- Use tools like [Hotjar](#) to record user sessions and see how people use your site.

Surveys

- Have a quick survey asking visitors if they found what they were looking for.

Encouragement: User feedback is a gift. Be open to it—it’s about growth, not criticism.



10. Diversity, Inclusion & Local Best Practices

HONOUR & REFLECT YOUR COMMUNITY

Your website is not just a reflection of your business—it's a reflection of your values. A strong, inclusive site not only welcomes everyone but also acknowledges the land, people, and communities that support it. This is especially important in countries like Australia, where honouring Traditional Owners of the land is a vital part of cultural respect.

Acknowledgement of Country

Including an Acknowledgment of Country on your website shows respect for Australia's Traditional Owners and First Nations communities.

Add an acknowledgment in your footer, contact page, or about section.

For example:

"We acknowledge the Traditional Owners of the land on which we work and live, the [specific nation's name, e.g., Wurundjeri] people of the Kulin Nation. We pay our respects to Elders past, present, and emerging and honour their enduring connection to the land, waters, and culture."

If your business operates across multiple locations, use general language like:

- "We acknowledge the Traditional Owners of Country throughout Australia and recognise their continuing connection to land, waters, and culture."

This simple addition makes a powerful statement about your values and your business's commitment to inclusivity.

Resources:

- *AIATSIS Map of Indigenous Australia: Helps identify the Traditional Custodians of your area.*
- **Reconciliation Australia**: For deeper guidance on Acknowledgment of Country and reconciliation practices.

Inclusive Representation

Diversity in your imagery and language reflects your brand's commitment to welcoming everyone.

Visuals:

- Use images that represent diversity across age, gender, ethnicity, body type, and ability.
- Feature local communities, landmarks, or cultural elements relevant to your area or audience.
- For example, an Australian-based site might include imagery of multicultural families, Aboriginal or Torres Strait Islander artists, or inclusive workplaces.

Language:

- Use inclusive and gender-neutral terms where possible.
 - Instead of "he/she," say "they."
 - Avoid terms like "guys" and use "team," "everyone," or "folks."
- Ensure accessibility by avoiding jargon and keeping language simple and clear.

Representation matters. When people see themselves reflected in your website, they feel valued and included—it's that simple.

Tools:

- **Pexels Diversity Collection**: Free stock photos with diverse representation.
- **Getty Images Disability Collection**: Professional visuals of inclusive workplaces and communities.



Culturally Safe Practices

Ensure your website is respectful and culturally safe for all visitors, especially Indigenous communities.

Avoid Cultural Appropriation

- Be cautious when using Aboriginal art, symbols, or cultural elements. Always work with and credit Traditional Owners or artists directly.

Support Indigenous Businesses

- Link to Indigenous-owned businesses or suppliers where relevant. This not only supports local communities but also builds goodwill with your audience.

Building cultural safety isn't just ethical—it makes your website a leader in respect and inclusivity.

Resources:

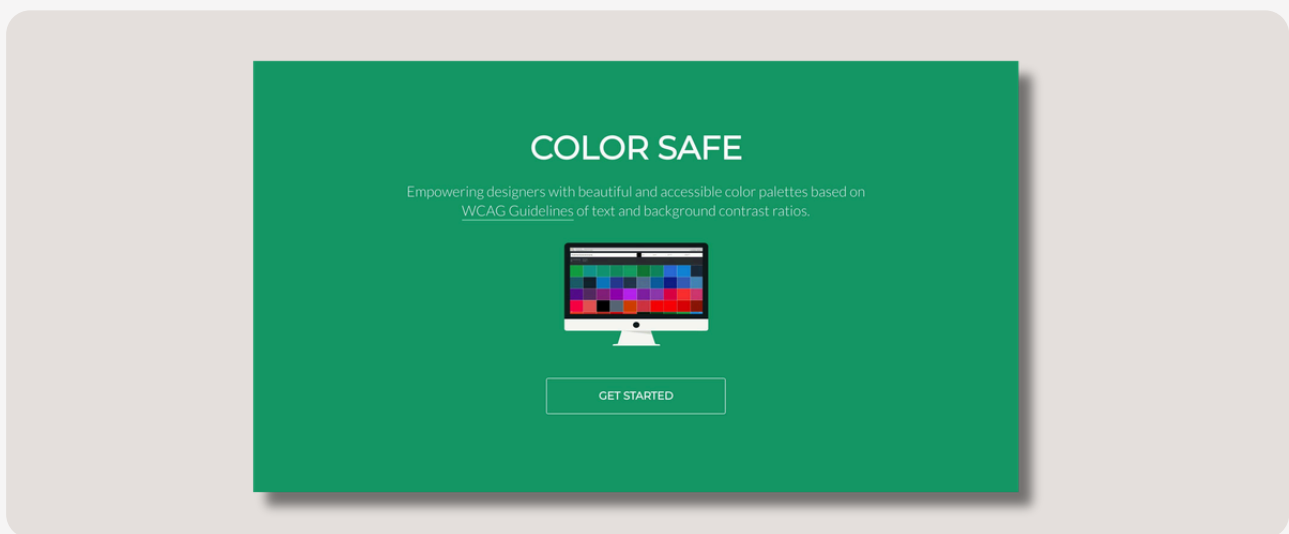
- [Supply Nation](#): A directory of verified Indigenous businesses in Australia.
- [Black Business](#): Education on Indigenous culture and protocols.

Accessibility & Inclusion for All

Diversity isn't just about visuals and language—it's about creating an experience that works for everyone. Combine accessibility and inclusivity for a seamless and welcoming site.

Accessibility Tools

- Use alt text for images that describe content inclusively, e.g., "A diverse team of colleagues in a meeting."
- Ensure your colour palette is readable for people with colour blindness using tools like [Color Safe](#).
- Offer transcripts for video content to support deaf or hard-of-hearing users.



Inclusive Design Elements

- Use gender-neutral imagery in icons and illustrations.
- Design forms with inclusive fields (e.g., "Preferred Name" instead of just "Name" or an optional field for pronouns).

Think of accessibility and inclusion as opening the door wider—it invites more people in and shows your values in action.

How to Integrate These Values into Your Style Guide

To ensure these elements remain consistent, include them in your website's style guide:

1. **Acknowledgment of Country Template:** Provide a ready-to-use acknowledgment for future pages or marketing materials.
2. **Visual Guidelines:** Include examples of inclusive imagery and links to preferred photo resources.
3. **Language Guide:** Add a glossary of inclusive terms your brand uses and terms to avoid.
4. **Accessibility Standards:** Document the tools and practices you'll follow to maintain an accessible site.

Why This Matters

By weaving diversity, inclusion, and local respect into your website, you're doing more than building a business—you're building trust and connection. Visitors will not only see your commitment but feel it, and that's what turns first-time visitors into loyal customers.



11. Additional Touches To Add Value

Chat Support

- Add a live chat tool like [Tawk.to](#) to connect with visitors in real time.

TAWK.TO

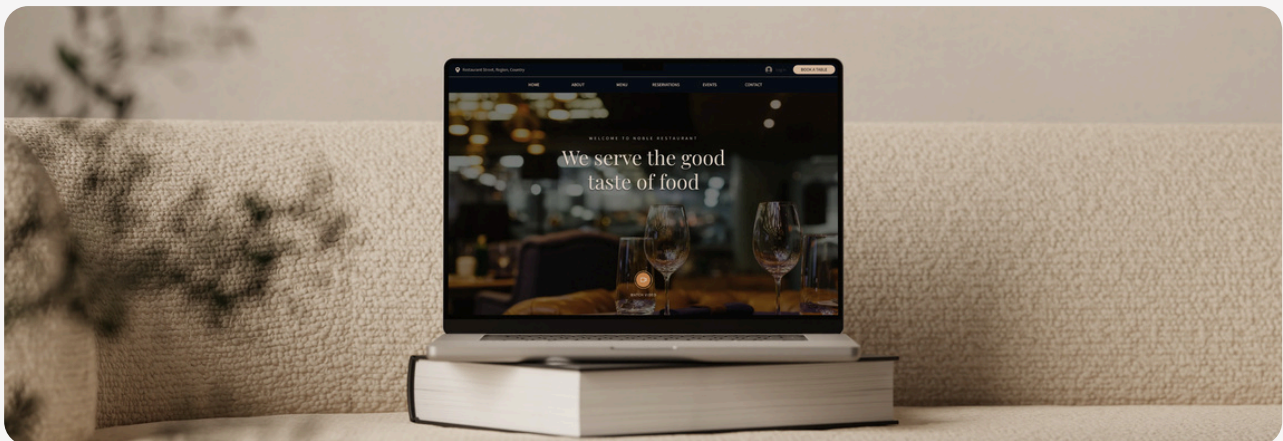


Social Proof

- Include badges (e.g., "As Featured In"), testimonials, or client logos to build credibility.

Future Proofing

- Plan for updates. Block time monthly or quarterly to refresh content, update plugins, and check analytics.



Calculate Your Score

For each section:

1. Count how many checklist questions are in the section.
2. Count how many you answered Yes.
3. Work out roughly what percentage of the section is working well.
4. Mark the section as Green, Orange or Red.

WEBSITE AREA	GREEN 80-100%	ORANGE 50-79%	RED Less than 50%
Branding & Visual Identity			
User Experience			
SEO Optimisation			
Content			
Accessibility			
Analytics & Tracking			
Function Testing			
Performance Optimisation			
User Feedback			
Diversity & Inclusion			
Additional Features			

Interpreting Your Results

Overall Website Score

After scoring each section, review how many areas are Green, Orange and Red.

Mostly Green

Your website is in a strong position. You may only need small updates, regular maintenance or minor improvements to keep your website working well.

Mostly Green with Some Amber

Your website has a good foundation, but there are a few areas that could be improved. Start with the Orange sections that are most closely tied to clarity, trust, mobile experience, SEO or enquiries.

Several Orange Sections

Your website may benefit from a focused refresh or strategic updates. Choose your top three priority sections and focus on the changes that will make the biggest difference to user experience, trust and enquiries.

Several Red Sections

Your website may be holding your business back in key areas. This does not always mean you need a full redesign, but it may be worth getting expert advice before making changes so you know what to prioritise first.

Mostly Red

Your website likely needs attention before it can properly support visibility, trust and enquiries. A strategic Website Audit, refresh or redesign may help you understand what is working, what is not and what to improve first.

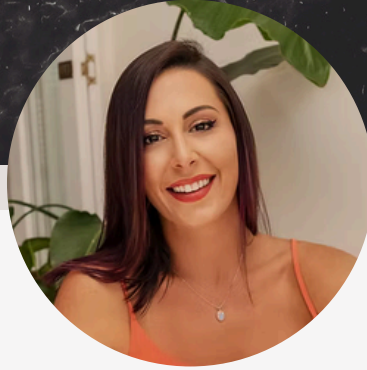
Your Top 3 Priorities

After reviewing your scores, choose the three areas that need the most attention.

My first priority is:

My second priority is:

My third priority is:



Wrap Up

You've made it to the end – well done.

You should now have a clearer idea of what is working on your website, what could be improved, and what may need attention first.

If you would like support learning how to update and manage your website more confidently, our Website Management & Training service can help you understand how to maintain your website, make updates and keep key areas such as content, SEO and user experience up to date.

EXPLORE WEBSITE MANAGEMENT & TRAINING

Not sure what comes next? [Book a free Discovery Call](#) to clarify your website's next steps

Danielle

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