

UX/UI SEO Audit Template

A practical 40-point framework for reviewing search intent, content clarity, navigation, mobile UX, accessibility, Core Web Vitals, conversions and measurement.

PROJECT DETAILS

Website / URL		Auditor	
Page type		Audit date	
Primary query		Device	Desktop / Mobile / Both

How to use this audit

Review each check and select Pass, Improve or N/A. Assign a high, medium or low priority when improvement is needed. Give every section a score from 0 to 5 based on overall performance, then transfer the score to the summary below.

Search Intent and Page Purpose	___ / 5	
Information Architecture and Navigation	___ / 5	
Content Structure and On-Page Clarity	___ / 5	
Mobile Experience	___ / 5	
Performance and Core Web Vitals	___ / 5	
Accessibility and Interface Quality	___ / 5	
Conversion Experience	___ / 5	
Measurement and Continuous Improvement	___ / 5	
TOTAL	___ / 40	Overall rating: Critical / Needs work / Good / Excellent

Suggested interpretation: 0-15 Critical | 16-25 Needs work | 26-34 Good foundation | 35-40 Excellent. This is an internal prioritization score, not a Google ranking score.

UX/UI SEO Review

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1. Search Intent and Page Purpose

Audit check	Pass	Improve	N/A	Priority	Evidence / notes
The page targets one clear primary intent and audience.	[]	[]	[]	H / M / L	
The opening section confirms the user is in the right place.	[]	[]	[]	H / M / L	
The main answer or value proposition appears early.	[]	[]	[]	H / M / L	
Content format matches intent: guide, service, comparison, local or transactional.	[]	[]	[]	H / M / L	
The primary CTA matches the likely next step.	[]	[]	[]	H / M / L	
No distracting content delays the main task.	[]	[]	[]	H / M / L	
Search Intent and Page Purpose score	____ / 5		Critical issue	_____	

2. Information Architecture and Navigation

Audit check	Pass	Improve	N/A	Priority	Evidence / notes
Important pages are reachable through crawlable navigation.	[]	[]	[]	H / M / L	
Navigation labels are specific and understandable.	[]	[]	[]	H / M / L	
The page sits in a logical category and URL structure.	[]	[]	[]	H / M / L	
Breadcrumbs or contextual cues show where the user is.	[]	[]	[]	H / M / L	
Related pages are linked with descriptive anchor text.	[]	[]	[]	H / M / L	
No orphan page or unnecessary navigation depth is present.	[]	[]	[]	H / M / L	
Information Architecture and Navigation score	____ / 5		Critical issue	_____	

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3. Content Structure and On-Page Clarity

Audit check	Pass	Improve	N/A	Priority	Evidence / notes
There is one descriptive H1 that matches the page purpose.	[]	[]	[]	H / M / L	
H2 and H3 headings make the page easy to scan.	[]	[]	[]	H / M / L	
Paragraphs, lists and tables reduce reading effort.	[]	[]	[]	H / M / L	
Important content remains visible without tabs that hide essential answers.	[]	[]	[]	H / M / L	
Images add context and include accurate alt text.	[]	[]	[]	H / M / L	
The page avoids filler, repetition and keyword stuffing.	[]	[]	[]	H / M / L	
Content Structure and On-Page Clarity score	____ / 5		Critical issue	_____	

4. Mobile Experience

Audit check	Pass	Improve	N/A	Priority	Evidence / notes
Text is readable without zooming.	[]	[]	[]	H / M / L	
Buttons and links are comfortably tappable and spaced.	[]	[]	[]	H / M / L	
Menus, accordions, forms and tables work on small screens.	[]	[]	[]	H / M / L	
Phone numbers and key contact actions are clickable.	[]	[]	[]	H / M / L	
Popups do not cover the primary content or controls.	[]	[]	[]	H / M / L	
Important desktop content and functionality remain available on mobile.	[]	[]	[]	H / M / L	
Mobile Experience score	____ / 5		Critical issue	_____	

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5. Performance and Core Web Vitals

Audit check	Pass	Improve	N/A	Priority	Evidence / notes
Field LCP meets the good threshold of 2.5 seconds or less.	[]	[]	[]	H / M / L	
Field INP meets the good threshold of 200 milliseconds or less.	[]	[]	[]	H / M / L	
Field CLS meets the good threshold of 0.1 or less.	[]	[]	[]	H / M / L	
Hero and content images are correctly sized and compressed.	[]	[]	[]	H / M / L	
Third-party scripts and heavy JavaScript are controlled.	[]	[]	[]	H / M / L	
Image, embed and banner dimensions are reserved to prevent shifts.	[]	[]	[]	H / M / L	
Performance and Core Web Vitals score	____ / 5		Critical issue	_____	

6. Accessibility and Interface Quality

Audit check	Pass	Improve	N/A	Priority	Evidence / notes
Text and controls have sufficient color contrast.	[]	[]	[]	H / M / L	
Keyboard users can reach and identify interactive elements.	[]	[]	[]	H / M / L	
Form fields have visible labels and clear error messages.	[]	[]	[]	H / M / L	
Buttons and links use descriptive text rather than vague labels.	[]	[]	[]	H / M / L	
Heading order and semantic elements are logical.	[]	[]	[]	H / M / L	
Focus states, hover states and interaction feedback are visible.	[]	[]	[]	H / M / L	
Accessibility and Interface Quality score	____ / 5		Critical issue	_____	

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7. Conversion Experience

Audit check	Pass	Improve	N/A	Priority	Evidence / notes
The primary CTA is visually clear and contextually relevant.	☐	☐	☐	H / M / L	
Forms request only information needed at this stage.	☐	☐	☐	H / M / L	
Trust elements support the decision without distracting from it.	☐	☐	☐	H / M / L	
Pricing, service area, availability or next steps are easy to find.	☐	☐	☐	H / M / L	
Confirmation messages explain what happens after submission.	☐	☐	☐	H / M / L	
No broken button, dead end or competing CTA blocks completion.	☐	☐	☐	H / M / L	
Conversion Experience score	____ / 5		Critical issue	_____	

8. Measurement and Continuous Improvement

Audit check	Pass	Improve	N/A	Priority	Evidence / notes
GA4 and Google Search Console are configured and collecting data.	☐	☐	☐	H / M / L	
Primary conversions are tracked and tested.	☐	☐	☐	H / M / L	
CTA clicks, form starts and form submissions can be analyzed.	☐	☐	☐	H / M / L	
Core Web Vitals are reviewed using field data where available.	☐	☐	☐	H / M / L	
Behavior metrics are used diagnostically, not called ranking factors.	☐	☐	☐	H / M / L	
Changes are documented and compared against a baseline.	☐	☐	☐	H / M / L	
Measurement and Continuous Improvement score	____ / 5		Critical issue	_____	

Prioritized Action Plan

Turn audit findings into specific tasks. Fix blockers that affect access, task completion or measurement first; then improve clarity, speed and supporting experience.

#	Recommended action	URL / element	Priority	Owner	Due	Status
1			H / M / L			Open
2			H / M / L			Open
3			H / M / L			Open
4			H / M / L			Open
5			H / M / L			Open
6			H / M / L			Open
7			H / M / L			Open
8			H / M / L			Open

30-DAY REVIEW NOTES

PASS	Requirement is met and verified.	IMPROVE	Issue creates friction or weakens performance.
HIGH	Blocks access, action, tracking or a critical experience.	MEDIUM / LOW	Improves clarity, efficiency or polish.

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