adci.

Website Audit Tools

This toolkit document complements our **website audit checklist.**
It will help you take care of your site's technical health and performance.

Design and UX Audit

1. LambdaTest or BrowserStack for manual and automated interface testing in different browsers and operating systems.
2. Mobile-Friendly Test and Browserling to test the website’s adaptive design.
3. WAVE and Color Contrast Analyzer to check website accessibility and contrast.
4. PageSpeed Insights, to see if your images are sized appropriately.

Lead Generation Audit

1. Google Analytics to gather data on user behavior.
   Go to Engagement → Landing page to see the most popular pages.
   Go to Acquisition → User acquisition to learn where users come from.
   Go to Tech → Overview to learn which devices they use.
   Engagement → Conversions to see what pages do not convert, etc.
2. HubSpot or OptinMonster for setting up custom forms and popups.
3. SendGrid, MailChimp or Sendpulse for newsletter campaigns.
4. Agorapulse or Planable for social media management.
5. Optimizely, VWO or Crazy Egg for conducting A/B and other marketing tests.
6. Google Business to create a business card.

Content Audit

1. LanguageTool and Advego for checking grammar and punctuation.
2. Grammarly to check texts for readability.
3. Small SEO Tools and Dupli Checker to check for plagiarism and AI.
4. Fiverr and Upwork for commissioning professional content writers.

SEO Audit

1. Ahrefs, Semrush, or Moz to search for keywords, check the website's rankings, and track backlinks.
2. Google Analytics and Google Search Console to track traffic metrics, conversions from Google search, and CTR.
3. Screaming Frog or SiteAnalyzer to scan for broken links, duplicate pages, and errors in meta tags and headings.
4. Screaming Frog for analyzing nesting levels of pages and internal linking.
5. Schema Markup Validator, to check how the structured data is set up.
6. SimilarWeb or BuiltWith to collect competitors' SEO metrics.

Website Performance Audit

1. Google Search Console (Indexing and Security Actions sections) to make sure that search engines have indexed all website pages and promptly resolve any security problems that arise.
2. PageSpeed Insights for checking Core Web Vitals.
3. Pingdom, Uptrends, Dareboost, or Lighthouse for performance, optimization, and accessibility audits.
4. W3C Markup Validation Service and CSS Validation Service for checking code quality.
5. GTmetrix, WebPageTest, or KeyCDN to check loading speed.
6. Google Search Console (Sitemaps section) for sitemap validation.
7. SSL Server Test to check the site protocol.
8. Apache JMeter for load testing (do not use it without consulting a developer first).