WORDPRESS WEBSITE AUDIT CHECKLIST - 2025

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PERFORMANCE & SPEED OPTIMIZATION

- Test load time (Goal: <2.5s)
- Enable caching
- Compress/convert images to WebP
- Minify CSS/JS/HTML
- Use a CDN
- Remove heavy/unused plugins

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WEBSITE SECURITY ESSENTIALS

- Install Wordfence / Sucuri
- Enable SSL
- Disable XML-RPC
- Change login URL
- Enable 2FA
- Set automated backups

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SEO & VISIBILITY

- Install RankMath / Yoast
- Optimize meta titles/descriptions
- Check URL structure
- Submit sitemap to GSC
- Fix indexing issues
- Repair broken links

USER EXPERIENCE (UX)

- Verify mobile responsiveness
- Clear CTAs
- Consistent spacing & fonts
- Simple navigation menu
- Test forms on all devices

TECHNICAL HEALTH

- Update WP core/themes/plugins
- Use PHP 8.1+
- Remove unused themes
- Optimize database
- Disable unused comments
- Check plugin conflicts

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WOOCOMMERCE AUDIT

- Test checkout flow
- Check abandoned cart recovery
- Optimize product images
- Verify tax/shipping
- Update WC templates
- Check email notifications

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CONVERSION RATE OPTIMIZATION (CRO)

- Place a strong CTA above the fold.
- Add testimonials or case studies for trust.
- Use lead magnets (like checklists, guides, or audits).
- Improve layout hierarchy for readability.
- Test different CTA button colors or text.
- Remove unnecessary distractions.

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THANK YOU

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