



WEBSYS

Innovative Website Solutions

Free Website Performance & SEO Analysis Checklist

This checklist covers key areas for a free, basic website performance and SEO analysis. Keep in mind that free tools often have limitations, so this is a starting point. More in-depth analysis usually requires paid tools.

I. Performance Analysis:

Page Load Speed:

- ☐ Use a free online tool (e.g., Google PageSpeed Insights, GTmetrix, WebPageTest) to analyze page load time.
- ☐ Check load time on desktop and mobile.
- ☐ Identify slow-loading elements (images, scripts, etc.).
- ☐ Note recommendations for improvement (e.g., image optimization, minification).

Mobile-Friendliness:

- ☐ Use Google's Mobile-Friendly Test tool.
- ☐ Ensure the website is responsive and displays correctly on various screen sizes.
- ☐ Check touch targets and usability on mobile devices.

Website Security (HTTPS):

- ☐ Verify the website uses HTTPS (secure connection). Most browsers will indicate this with a padlock icon.
- ☐ Check for any security warnings or errors.

II. On-Page SEO Analysis:

Title Tags:

- ☐ Check that each page has a unique and descriptive title tag.
- ☐ Ensure title tags are within an appropriate length (around 60 characters).
- ☐ Include relevant keywords in title tags (where appropriate).

Meta Descriptions:

- ☐ Verify each page has a compelling meta description.
- ☐ Ensure meta descriptions are within an appropriate length (around 160 characters).

☐ Use meta descriptions to entice users to click.

Header Tags (H1-H6):

☐ Check for proper use of header tags (H1 for the main heading, H2-H6 for subheadings).

☐ Ensure a logical hierarchy of headings.

☐ Include relevant keywords in header tags (where appropriate).

Image Optimization:

☐ Check that all images have descriptive alt text.

☐ Ensure images are compressed to optimize file size without sacrificing quality.

☐ Use relevant file names for images.

Content Quality:

☐ Review the website content for relevance, accuracy, and comprehensiveness.

☐ Check for keyword stuffing or thin content.

☐ Ensure content is well-structured and easy to read.

URL Structure:

☐ Check that URLs are short, descriptive, and user-friendly.

☐ Avoid using parameters or overly long URLs.

Internal Linking:

☐ Verify that internal links connect relevant pages within the website.

☐ Use descriptive anchor text for internal links.

III. Technical SEO Analysis:

XML Sitemap:

☐ Check if the website has an XML sitemap.

☐ Submit the sitemap to Google Search Console (if applicable).

Robots.txt:

☐ Verify the website has a robots.txt file.

☐ Ensure the robots.txt file is not blocking important pages.

Canonicalization:

☐ Check for proper use of canonical tags to avoid duplicate content issues. This is especially important for e-commerce sites.

Broken Links:

☐ Use a free broken link checker to identify any broken links on the website.

☐ Fix any broken links found.

Redirects:

☐ Check for proper use of redirects (301 redirects for permanent moves).

☐ Avoid redirect chains.

IV. Off-Page SEO Analysis (Limited with Free Tools):

Backlinks:

[] Use a free backlink checker (e.g., Backlinko's free backlink checker) to get a basic overview of backlinks. Free tools will only show a limited number of backlinks.

[] Check for low-quality or spammy backlinks. A full backlink audit usually requires paid tools.

V. Tools:

Google PageSpeed Insights: For performance analysis.

GTmetrix: Another performance analysis tool.

WebPageTest: A more advanced performance testing tool.

Google Mobile-Friendly Test: For mobile-friendliness testing.

Google Search Console: Essential for website monitoring and submission.

Bing Webmaster Tools: Similar to Google Search Console, for Bing.

Free Broken Link Checker: For finding broken links.

Free Backlink Checker (e.g., Backlinko's): For a limited backlink overview.

This checklist provides a good starting point for a free website performance and SEO analysis. Remember to prioritize the most critical issues and gradually address other areas for improvement. For a more thorough analysis, consider using paid SEO tools.

For a FREE website performance and SEO analysis, email:

support@websysservices.com

