

Ultimate

UX Audit Checklist

Spot user experience issues fast, no expert required (yet)

Use this practical checklist to find what's frustrating your users and fix it to boost engagement, trust, and conversions



Navigation & Structure

Make sure users can move around easily

- ☐ Is the main navigation clear and logically organized?
- ☐ Can users reach key pages (Home, Services, Contact) in 3 clicks or fewer?
- ☐ Do menus and navigation work on desktop and mobile?
- ☐ Are buttons and links labeled clearly (not generic “click here”)?
- ☐ Is the most important content visible above the fold?
- ☐ Is the layout consistent across pages?



Tip

Check the site from a first-time visitor's perspective

Content & Messaging

Content should be clear, concise, and speak your users' language

- ☐ Is your main value proposition visible right away on the homepage?
- ☐ Are headings clear and help users scan content quickly?
- ☐ Do you avoid jargon and use customer-friendly language?

- ☐ Are CTAs (“Contact Us”, “Get Started”) placed where users naturally look?
- ☐ Are FAQs or help sections easy to find?
- ☐ Does each page have a clear purpose and next step?



Tip

Ask someone unfamiliar with your product what they think you do.

03

Visual Design & Branding

Design should guide users and build trust

- ☐ Do colors, fonts, and styles match your brand guidelines?
- ☐ Are images and icons high quality and consistent?
- ☐ Is there enough white space so pages don't feel cluttered?
- ☐ Do visuals help explain content (not just decorate)?
- ☐ Are key actions (CTAs, forms) visually prominent?
- ☐ Is styling consistent across all pages?



Tip

Open your site on multiple devices to see if it stays polished.

Accessibility

Make your site usable by everyone, including people with disabilities.

- ☐ Do all images have descriptive alt text?

- ☐ Is text large enough and contrast sufficient for readability?

- ☐ Can the site be navigated using only a keyboard?

- ☐ Are headings structured properly (H1, H2, H3)?

- ☐ Do videos have captions or transcripts?

- ☐ Do you avoid flashing content or animations that might cause issues?



Tip

Try using your site without a mouse, can you still use it?

Mobile & Performance

Most users visit on mobile, make sure it works.

- ☐ Does your site look and work well on all screen sizes?

- ☐ Do pages load quickly (ideally under 3 seconds)?

- ☐ Are buttons and links large enough to tap easily?

☐ Are pop-ups easy to close on mobile?

☐ Are media files optimized (compressed) to reduce load times?



Tip

Test your site on a real phone, not just a desktop emulator.

06 Engagement & Conversion

Turn visitors into leads, customers, or subscribers.

☐ Are CTAs clear, visible, and compelling?

☐ Are forms short, simple, and ask only essential questions?

☐ Are trust signals (reviews, testimonials, certifications) visible?

☐ Do users get a thank you or confirmation after actions?

☐ Are you tracking behavior with analytics tools?

☐ Is there a way for users to stay engaged (blog, newsletter, social media)?



Tip

Prioritize CTAs that align directly with your business goals.

Thank You

We appreciate your time and attention

This UX Audit Checklist is your starting point to spot issues, improve usability, and drive better results

Contact Us

