

The Ultimate UX Audit Checklist

Spot UX Issues Fast. No Expert Required!

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

UX AUDIT CHECKLIST



Navigation



Usability



Visual Design



Content



Performance



Accessibility

01 Content & Microcopy

The words on your page do as much conversion work as the design around them. Vague headlines, generic buttons, and unhelpful error messages quietly push users towards the exit long before layout ever becomes the problem.

- ☐ Does the first sentence on the page state the core benefit, not the company name?
- ☐ Are lists used instead of paragraphs wherever information can be broken into steps or items?
- ☐ Do links describe their destination ("View Pricing") instead of generic phrases ("Click Here")?
- ☐ Is tone consistent across the page — not formal in one section and casual in the next?
- ☐ Are numbers and stats used to make claims concrete instead of vague adjectives?
- ☐ Does every form ask only for information you'll actually use?
- ☐ Are headings written as benefits, not just labels ("Get Paid Faster" not "Payments")?

Pro Tip

Keep copy clear and actionable.

Navigation & Information Architecture

If users have to think about where to click, they're already losing patience. Strong navigation makes the next step obvious, so people spend their attention on your product instead of on finding their way around it.

- ☐ Is there a persistent way to get home from any page in the site?
- ☐ Are related pages cross-linked so users can explore without hitting a dead end?
- ☐ Does the site structure match how users actually think about the content, not how your team is organized internally?
- ☐ Is filtering or sorting available on any page listing more than 10 items?
- ☐ Do dropdown menus stay open long enough for a user to move their cursor into them?

Pro Tip

Make navigation simple and predictable.

Landing Page Audit

Your landing page has seconds to prove it's worth the click. A confusing headline, competing CTAs, or a mismatch with the ad that brought someone there will undo every dollar spent getting them in the door.

- ☐ Does the page load with the offer visible before any scrolling is required?
- ☐ Is there only one topic per landing page, with no competing offers pulling focus?
- ☐ Are exit-intent distractions (auto-play video, unrelated pop-ups) removed?
- ☐ Does the page length match the complexity of the decision being asked of the user?

Pro Tip

Match the page to user intent.

Accessibility & Inclusion

Accessibility isn't a compliance checkbox ,it's a usability upgrade for everyone. Products built for keyboard navigation, screen readers, and color-blind users end up clearer and easier for every visitor, not just the ones who need the accommodation.

- ☐ Are heading tags used semantically, not just for visual size?
- ☐ Do videos include captions or a transcript?
- ☐ Is there a visible "skip to content" link for keyboard users?
- ☐ Are icons paired with text labels rather than relying on the icon alone?
- ☐ Have you tested the site with a screen reader at least once end-to-end?

Pro Tip

Design for everyone from the start.

05 Call to Action Audit

A CTA is the single moment where intent turns into action. Weak wording, low contrast, or no path for hesitant users all quietly cap your conversion rate no matter how good the page around it is.

- ☐ Is the primary CTA visually distinct from every other button on the page?
- ☐ Does the CTA copy change based on where the user is in the funnel?
- ☐ Is there a low-commitment CTA option for users still comparing choices?
- ☐ Are CTAs sized and spaced for accurate tapping on a touchscreen?

Pro Tip

One strong CTA beats three weak ones fighting for attention.

06 Page Speed & Core Web Vitals

Every extra second of load time is a reason to leave. Core Web Vitals aren't just a Google ranking factor they're a direct measure of how much friction users feel before they even see your content.

- ☐ Are third-party scripts (chat widgets, trackers) audited for load impact?
- ☐ Is caching configured for returning visitors?
- ☐ Are fonts loaded in a way that avoids visible text flicker (FOUT/FOIT)?
- ☐ Is your Interaction to Next Paint (INP) within Google's recommended range?

Pro Tip

Speed fixes on the backend often move the needle more than front-end tweaks.

07 Mobile Experience

Most of your traffic is on a phone, in one hand, often on the move. If a modal blocks the CTA or a tap target is too small to hit reliably, you lose the sale before the user ever reaches checkout.

- ☐ Does the site avoid horizontal scrolling on any standard screen width?
- ☐ Are sticky headers or footers small enough to leave room for content?
- ☐ Is autofill supported and working correctly on mobile forms?
- ☐ Do hover-dependent interactions have a tap-friendly mobile equivalent?

Pro Tip

Anything that requires a hover on desktop needs a rethink on mobile.

08 Trust & Credibility Check

People convert when they feel safe, not just when they're interested. Visible security signals, real reviews, and an easy-to-find refund policy remove the hesitation that stops a ready buyer at the last step.

- ☐ Is there a visible privacy policy link near any form that collects personal data?
- ☐ Are client logos or partner badges used only if permission was actually granted?
- ☐ Does the site show recent activity or updates, signaling it's actively maintained?
- ☐ Is customer support easy to reach before someone has to make a purchase decision?

Pro Tip

An outdated-looking site quietly erodes trust even if the product is solid.

Prioritize by Revenue Impact

Not every UX fix deserves the same attention. Without a clear way to rank issues by impact, teams waste redesign budget polishing low-traffic pages while high-drop-off pages keep bleeding revenue.

- ☐ Have you separated quick wins from fixes that require a full redesign?
- ☐ Are you validating assumptions with real user data before committing dev time?
- ☐ Is there a shared backlog so fixes don't get lost across teams?
- ☐ Have you defined what "success" looks like for each fix before starting it?

Pro Tip

Fix what costs you most. Explore our [UX audit service](#).

UX Design Principles We Follow

Decision Making

We simplify every choice so users always know exactly what to do next.

Aid Peak End Rule

We make the most critical and final moments of every experience truly memorable.

Scarcity & Urgency

We design the right cues that motivate users to act without feeling pressured.

Framing

We present information in the way that makes the right choice feel obvious.

Usability Heuristics

We follow proven design standards so every interface feels instantly familiar and intuitive.

Social Proofing

We place real trust signals exactly where users need confidence to convert.

Thank You

Thanks for taking the time to go through this UX audit checklist. If you apply even a few of these checkpoints, you'll already be ahead of most teams that redesign without understanding what's broken.

Remember: The best redesigns start with clarity, not creativity.

Ready to get started?

 Get in touch with our team.

