

AUDIT CHECKLIST

Legacy Website Diagnostic Checklist

A tiered audit tool for evaluating conversion friction, page speed, bounce behavior, SEO health, mobile usability, and WCAG risk before deciding on revamp or rebuild.

AUDIENCE

Auditors, internal web teams, and decision-makers

FOCUS

Rapid health checks, issue severity, and modernization triage

FORMAT

Checklist and scoring framework

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AUDIT CHECKLIST

Quick 10-point health check



Start here for a fast read on site condition. If three or more items fail, especially at the

Huracán Studios audit is usually justified immediately.



CRITICAL

Main content loads in under 3 seconds on a mobile connection.

CRITICAL

Field data passes Core Web Vitals for LCP, CLS, and INP.

CRITICAL

All forms are fully usable with keyboard only.

CRITICAL

Every form field has a visible, programmatic label.

HIGH

The site works cleanly at a 375px mobile viewport.

HIGH

Text and interface contrast meet WCAG AA minimums.

HIGH

Clear primary calls-to-action are visible on key pages without friction.

HIGH



Organic traffic is not flat or declining without explanation.



MEDIUM

Images use modern formats and are appropriately sized.

MEDIUM

Every page has a unique title tag and concise meta description.

Severity tiers

Critical

Directly blocks usability, conversion, or compliance. Address first.

High

Meaningfully degrades trust, rankings, or user experience. Schedule next.

Medium

Adds friction or misses an opportunity. Fold into planned remediation.

Full deep-dive dimensions

CTA conversion performance

GA4, Hotjar or Clarity, PageSpeed Insights

- **CRITICAL**



Primary CTA is visible above the fold on desktop and mobile.



Forms submit successfully and expose a clear confirmation state.

- CRITICAL

Form labels, errors, and focus order support screen reader and keyboard use.

- HIGH

CTA copy is specific, action-oriented, and not generic.

- HIGH

CTA contrast and tap target size meet WCAG expectations.

- MEDIUM

The page has one clear primary CTA instead of competing actions.

Page speed and Core Web Vitals

PageSpeed Insights, Search Console, WebPageTest, DevTools

- CRITICAL

LCP is good on mobile field data.

- CRITICAL

INP is good on mobile field data.

- CRITICAL

CLS is good on mobile field data.

- HIGH

No major render-blocking scripts or styles delay first paint.

- HIGH

Images are optimized, dimensioned, and delivered in modern formats.



- MEDIUM



Bounce rate and engagement

GA4, Hotjar, Search Console

- **CRITICAL**

Key landing pages sustain an engaged-session rate above baseline.

- **HIGH**

Above-the-fold content immediately explains who the site is for and what to do next.

- **HIGH**

Navigation labels and content hierarchy match user mental models.

- **HIGH**

The site avoids disruptive interstitials, especially on mobile.

- **MEDIUM**

Scroll depth and session duration are tracked before redesign decisions are made.

SEO and organic traffic

Search Console, Screaming Frog, Ahrefs or Semrush, schema validators

- **CRITICAL**

There are no major indexing or coverage errors on key pages.

- **CRITICAL**

The site is indexable and not blocked by accidental noindex, robots, or canonical issues.

- **HIGH**



Every page has unique metadata and a valid heading structure.

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- HIGH



Alt text, structured data, and descriptive internal links support crawl clarity.

- HIGH

Core Web Vitals meet Google's good thresholds.

- MEDIUM

Sitemap, URL structure, and schema coverage are documented and current.

Mobile responsiveness and accessibility

WAVE, axe DevTools, NVDA or VoiceOver, device emulation, WCAG 2.1 AA reference

- CRITICAL

All interactive elements are reachable and operable with keyboard only.

- CRITICAL

Visible focus indicators are present on all controls.

- CRITICAL

Skip link, alt text, labels, and screen-reader error handling are implemented correctly.

- CRITICAL

The experience works at a 375px viewport without loss of functionality.

- HIGH

Contrast, dialog behavior, navigation behavior, touch target size, and non-color cues meet WCAG expectations.

- MEDIUM

Reduced motion, accessible PDFs or HTML alternatives, and careful ARIA usage are documented.





Scoring and recommended action

0 Critical and 0–3 High issues

Targeted remediation. The foundation is likely sound.

1–2 Critical issues or 4–6 High issues

Structured revamp. Address the highest-risk items immediately and assess stack viability.

3+ Critical issues or 7+ High issues across several dimensions

Rebuild recommended. The technical debt is likely beyond efficient patching.

Any Critical issue in accessibility

Immediate accessibility triage. Treat it as compliance risk regardless of the other scores.

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100% PUERTO RICAN & VETERAN OWNED

If you are not sure where to begin, start with an audit. It is the fastest way to understand the risk, scope, and right next move.

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Built to WCAG 2.1 AA Standards

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