
Technical audit

- Website can be called up in the browser
- Responsiveness on different devices is given
- Backend errors in CMS (e.g. TYPO3 or WordPress logs) checked
- PHP & MySQL version checked
- Caching is active
- Server log files checked for errors
- Website performance checked with Google PageSpeed Insights
- Error in the browser console (F12 → Console) checked

GDPR check

- Cookie banner & consent management are correctly integrated
- External resources are blocked (Google Fonts, Maps, YouTube, Social Media, ...)
- Contact form works and is secured with Captcha
- Newsletter registration is secured with double opt-in
- IP addresses are anonymized in logs
- Tracking pixel is checked
- Data protection provisions checked to ensure they are up to date

Accessibility check

- Semantic structure/sensible HTML structure (<h1>, <h2>, <h3>, ...)
- Navigation and website are easy to use
- Navigation and website can only be operated using the keyboard
- Functional on different end devices and in different browsers
- Also works in dark mode/light mode
- Contrasts and font sizes and types checked
- Meaningful texts for links
- Magnification is possible
- All images have alt texts
- Subtitles for videos
- Forms have labels & ARIA attributes

Content check

- Content is up-to-date and error-free
- Comprehensible, clear language
- Important keywords are included, but not overloaded
- Structure with headings & bulleted lists is present
- Licenses are available for images and videos

SEO-Check

- Google Search Console is connected
- Bing Webmaster Tools is connected
- Sitemap (sitemap.xml) & robots.txt is available
- SEO audit with SEO tool has been performed
- title and meta description tags are available for each page
- Non-functioning links (internal and external) are known
- H1 hierarchy is implemented correctly
- Structured data with schema.org is integrated

Keyword check

- Which keywords bring traffic? (Check Google Search Console)
- Optimization for relevant search terms
- Analyze competitor keywords (e.g. with Ahrefs, Sistrix, XQVI)

Access check

- Tracking tool is active (Matomo, Google Analytics, etc.)
- Bounce rate, dwell time, top pages are analyzed
- Optimizations made for mobile users based on analytics data
- Conversion tracking set up