



Site Audit Tip Sheet

A simple guide for reviewing Studio Site pages and keeping content accurate, current, easy to use, and accessible. Use this with a page audit spreadsheet to track what you review and what needs attention.

Before you start

- Create a page inventory in a spreadsheet so every live page is accounted for.
- Decide who will review each section or page.
- Set a realistic target date. You do not have to audit the entire site at once.
- Work one section at a time and record notes directly in your audit spreadsheet.

What to review on every page

You do not need to be a web expert. Open each page as a visitor would and work through the checks below — in order, or in whatever order makes sense for your page.

Content

Is it still accurate?

- Read the page from top to bottom. Confirm the information is still correct and useful.
- Check names, titles, contact information, dates, deadlines, locations, program details, statistics, and policy references.
- Remove or update references to past events, former staff, retired programs, old application cycles, or outdated processes.
- Look for duplicate information or content that no longer needs to be on the page.
- If you are not sure whether something is current, ask the content owner rather than guessing.

Links

Does everything still work?

- Click every link on the page, including buttons and linked images.
- Make sure each link opens the page or resource you expected.
- Update or remove links that are broken, outdated, or point to content that has moved.
- Check email and phone links when they are used.
- Use descriptive link text that tells visitors where the link goes; avoid vague wording such as “click here” when possible.

Headings and formatting

Is the page easy to scan?

- Make sure the page has clear headings that describe the content below them.
- Use headings in a logical order. Do not choose a heading style just because of how it looks.
- Check bullets, numbered lists, spacing, and other formatting for consistency.
- Look for extra spaces, placeholder text, empty headings, or formatting copied in from another source.
- Keep paragraphs reasonably short and break up long sections with helpful headings or lists.

Metadata

Can people understand and find the page?

- Check the page title and make sure it clearly describes the page.
- Check the meta description. It should briefly and accurately summarize what someone will find on the page.
- Make sure metadata still matches the current page content after major edits.
- If your Studio Site process includes other required metadata fields, confirm they are complete.

Images and documents

Are they current and useful?

- Make sure images are current, relevant, clear, and not stretched or pixelated.
- Check that meaningful images have appropriate alternative (alt) text; decorative images should be treated as decorative.
- Remove old images that no longer reflect the people, program, location, or experience shown on the page.
- Open linked documents and confirm they are still current and necessary.
- If a document could be presented as web content instead, flag it for review. Follow [accessibility guidelines](#) for documents that must remain.

Accessibility basics

Can more people use the page?

- Use clear headings and descriptive link/button text.
- Do not rely on color alone to communicate meaning.
- Make sure images have the appropriate alt text.
- Check tables, videos, documents, and other special content against [accessibility guidelines](#).

Mobile and responsive check

Does the page work on a small screen?

- Test mobile performance: check page speed, layout shifts, and responsiveness under real conditions — open the page on an actual phone, not just a resized browser window.
- Scroll through the entire page. Make sure text, images, captions, buttons, cards, tables, and other content are not cut off or overlapping.
- Check that text is readable without zooming and that visitors do not have to scroll sideways to read normal page content.
- Tap or click important links and buttons and make sure they are easy to use.
- Check menus, accordions, videos, forms, and other interactive content if the page includes them.
- If something looks or behaves differently on mobile, record it in the audit spreadsheet.

Final visitor check

Step back and look with fresh eyes

- Ask: If I knew nothing about this topic, would I understand what this page is for?
- Make sure the most important information is easy to find.
- Confirm the page gives visitors a clear next step when one is needed.
- Preview the live page after updates to make sure your changes appear as expected.

Quick page checklist

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|--------------------------|--|
| ☐ | Content is accurate and current |
| ☐ | Names, dates, contact information, and other details are correct |
| ☐ | All links and buttons work and go to the expected place |
| ☐ | Headings and formatting are clear and consistent |
| ☐ | Page title and meta description are accurate |
| ☐ | Images and documents are current and appropriate |
| ☐ | Basic accessibility items have been reviewed |
| ☐ | Page has been checked in a mobile/narrow-screen view |
| ☐ | Important interactive features work as expected |
| ☐ | Notes, needed updates, and follow-up items are recorded in the audit spreadsheet |

Helpful tips

- Audit in batches by section. Reviewing similar pages together makes inconsistencies easier to spot.
 - Prioritize high-traffic and high-visibility pages first, such as homepages and key landing pages.
 - Do not feel like you have to fix everything while you audit. Record the issue and assign a follow-up when needed.
 - If you are unsure about content, ask the page owner. If you are unsure about a technical or accessibility issue, contact your Studio Site support team.
 - Site audits are most useful when they become part of regular maintenance rather than a one-time project.
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