



# Your Vital UX Audit Checklist

## Navigation & Structure

- Navigation menu is simple and intuitive
- Key pages are accessible within 2–3 clicks
- Breadcrumb navigation is implemented where needed
- Search functionality returns relevant results
- Navigation remains consistent across all pages
- Footer includes important links and contact details

## Content & Readability

- Headlines clearly explain page purpose
- Pages use logical heading structures (H1–H3)
- Calls to action are visible and relevant
- Typography and spacing improve readability
- Important information appears above the fold

## Mobile UX

- Pages render properly on mobile
- Buttons are easy to tap
- Text is readable without zooming
- Navigation is smooth on smaller screens
- Forms are easy to complete on mobile devices
- Images and media scale correctly
- Pop-ups do not obstruct the mobile experience

## Performance

- Pages load quickly on desktop and mobile
- Images are compressed and optimised
- Broken links and error pages are fixed
- Scripts and plugins do not slow performance
- Core Web Vitals are monitored
- Videos and animations do not affect usability

## Conversion Optimisation

- CTAs are clear and action-oriented
- Forms only ask for essential information
- Checkout or enquiry processes are straightforward
- Trust signals are visible (reviews, accreditations, guarantees)
- Users can easily contact the business
- Key landing pages align with user intent
- Exit points and drop-off areas are monitored

## Accessibility

- Colour contrast and fonts meet accessibility standards
- Images include descriptive alt text
- Links are descriptive
- Videos are safe for photo-sensitive epilepsy
- Website is keyboard navigable
- Interactive elements are accessible to screen readers
- Videos include captions where needed