

Website Audit - Course Curriculum

BASIC LEVEL

Audit methodology, technical health and indexing.

Module 1: Website Audit Fundamentals (4 hours)

What an audit is, and what makes one useful.

- Types of audit
- Audit scope and checklist
- Tool setup
- Evidence gathering

Practical task: Build your personal audit checklist.

Module 2: Technical Health Checks (5 hours)

The infrastructure issues that break visibility.

- Status codes and redirects
- HTTPS and canonicals
- Duplicate content
- Structured data checks

Practical task: Log all technical issues on a sample site.

Module 3: Indexing & Crawlability (5 hours)

Making sure search engines can reach the content.

- Robots and sitemaps
- Crawl budget basics
- Index coverage reports
- Blocked resource detection

Practical task: Assignment: crawlability report for one site.

INTERMEDIATE LEVEL

On-page, content, speed and mobile review.

Module 1: On-Page & Content Quality Review (6 hours)

Judging whether pages deserve to rank.

- On-page element review
- Content depth scoring
- Thin and duplicate pages
- Content gap identification

Practical task: Score 20 pages for quality.

Module 2: Website Speed Analysis (5 hours)

Finding what actually slows a page down.

- Core Web Vitals
- Waterfall analysis
- Image and script issues
- Hosting and caching factors

Practical task: Produce a speed improvement list.

Module 3: Mobile Usability & UX Review (5 hours)

Reviewing the experience most visitors get.

- Mobile rendering checks
- Tap targets and readability
- Navigation review
- Accessibility basics

Practical task: Case study: mobile UX teardown.

ADVANCED LEVEL

Conversion, security, analytics and the final audit report.

Module 1: Conversion & Analytics Review (6 hours)

Checking whether traffic turns into enquiries.

- Funnel review
- Form and CTA analysis
- Analytics configuration checks
- Goal and event validation

Practical task: Identify five conversion blockers with evidence.

Module 2: Security Checks & Broken Links (5 hours)

Risk and maintenance issues clients rarely see.

- SSL and headers
- Software and plugin risk
- Broken link detection
- Backup and recovery review

Practical task: Compile a maintenance risk register.

Module 3: Audit Report Preparation & Final Project (9 hours)

Turning findings into a document clients act on.

- Report structure
- Prioritisation frameworks
- Writing for non-technical readers
- Presenting the audit

Practical task: Final project: complete website audit and presentation.

Have questions about our Training Programs or need more details before getting started?

Our Academy support team is available to provide the right information and guidance for your needs.

Whether you need Fee details, installment plan and other information, or assistance with your requirements, we are here to help.

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