



Roast My Web

FREE TEMPLATE

Website audit report template

A printable workbook for planning the audit, recording evidence, assigning fixes, and checking what changed.

Website	
Audit date	
Prepared by	
Business goal	
Pages or templates reviewed	
Report version	

This template does not inspect a website or certify legal, security, accessibility, or search compliance. Add evidence from your own crawl, analytics, testing, and manual review.

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01 How to use this template

Do not start with the executive summary. Set the goal and scope, collect the evidence, write the findings, then decide what deserves action. Write the summary last.

Step	What to record	You are done when
1. Set the job	Name the decision, audience, business goal, and success metric.	The report has one clear purpose
2. Bound the audit	List pages, devices, dates, evidence sources, and exclusions.	Another reviewer can repeat the scope
3. Record evidence	Save the URL, screenshot, metric, date, and test conditions.	Every claim points to a source
4. Write findings	State what happened, why it matters, and what should change.	Each finding has one owner and check
5. Re-test	Run the same check after release and record the result.	The result says pass, fail, or inconclusive

Evidence checklist

- | | |
|--|---|
| ☐ Affected URL | ☐ Desktop screenshot |
| ☐ Mobile screenshot | ☐ Metric, date, and source |
| ☐ Test conditions | ☐ Reproduction steps |
| ☐ Expected result | ☐ Actual result |
| ☐ Source link | ☐ Re-test result |

Priority definitions

Priority	Use it when	Expected response
P0	The issue blocks a critical task, creates material risk, or prevents crawling or conversion.	Fix or contain now
P1	The issue has high expected impact and strong evidence, but it does not require immediate containment.	Assign it next
P2	The issue has lower expected impact, weaker evidence, or a dependency that must land first.	Add to backlog
Monitor	The signal is incomplete or the expected benefit does not yet justify a change.	Collect evidence



02 Executive summary

Write this page after the findings and work plan. A reader should be able to approve, revise, or reject the next action without reading the appendix.

Decision this report supports

What is working and should stay

Biggest supported risk

First action and why it comes first

Top actions

Top action	Owner	Due	Validation metric

03 Goal, scope, and limits

Record enough detail for another person to repeat the audit. Anything outside this page is outside the report.

Scope item	Details
Decision this report supports	
Primary audience	
Business goal and success metric	
Pages and templates reviewed	
Devices and browsers	
Markets and languages	
Date range	
Data sources	
Excluded areas	

Known limits and unanswered questions

Approval

Reviewer	Decision	Date	Notes
	Approve / revise		



04 Baseline and evidence plan

Record the baseline before anyone changes the site. Use the same definition, source, date range, device, and market when you re-test.

Metric	Definition and source	Period	Baseline	Target

Evidence plan

Question	Evidence needed	Owner	Capture date

What evidence would change the recommendation?



05 Findings overview

Give each row one problem, one owner, and one validation check. Split the row when any of those change.

Priority	Category	Page	Finding	Owner	Status

Suggested categories

- ☐ Technical SEO
- ☐ On-page SEO
- ☐ Content
- ☐ UX
- ☐ Conversion
- ☐ Performance
- ☐ Accessibility
- ☐ Trust

Patterns across pages or templates



06 Detailed finding 1

Priority	Category	Affected URL or template

Observation: what happened

Evidence: screenshot, metric, test, or source

Why it matters for the stated goal

Recommended fix and trade-offs

Owner	Due	Validation metric	Re-test result



07 Detailed finding 2

Priority	Category	Affected URL or template

Observation: what happened

Evidence: screenshot, metric, test, or source

Why it matters for the stated goal

Recommended fix and trade-offs

Owner	Due	Validation metric	Re-test result



08 Detailed finding 3

Priority	Category	Affected URL or template

Observation: what happened

Evidence: screenshot, metric, test, or source

Why it matters for the stated goal

Recommended fix and trade-offs

Owner	Due	Validation metric	Re-test result



09 Detailed finding 4

Priority	Category	Affected URL or template

Observation: what happened

Evidence: screenshot, metric, test, or source

Why it matters for the stated goal

Recommended fix and trade-offs

Owner	Due	Validation metric	Re-test result



10 Detailed finding 5

Priority	Category	Affected URL or template

Observation: what happened

Evidence: screenshot, metric, test, or source

Why it matters for the stated goal

Recommended fix and trade-offs

Owner	Due	Validation metric	Re-test result



11 Patterns and root causes

Use this page only when several findings point to the same template, process, or missing decision. Do not group unrelated problems to make the report look simpler.

Finding IDs	Shared pattern	Likely cause	Shared fix	Owner

Evidence that supports the root cause

What should stay unchanged

Dependency or decision needed before work starts

12 Work plan

Put dependency work first. Every action needs an owner, a due date, and a condition that marks it done.

Next 7 days

Action	Owner	Due	Done when

Next 30 days

Action	Owner	Due	Done when

Later or monitor

Item	Trigger to act	Owner	Review date

Dependencies, risks, and decisions needed



13 Re-test record

Use the same check and conditions recorded in the finding. If the test changed, say so. A different test cannot prove the original problem is fixed.

Finding ID	Change released	Owner	Release date	Re-test date

Re-test method and conditions

Metric or check	Baseline	Target	Observed result	Pass / fail

What changed, what did not, and why

Decision: close, revise, revert, or collect more evidence

14 Evidence and handoff

Give each claim an evidence ID and enough context for someone else to repeat the check.

ID	Evidence	Source or file	Captured	Related finding
E-01				
E-02				
E-03				
E-04				
E-05				
E-06				

Re-test notes and remaining unknowns

Report handoff checklist

- | | |
|--|--|
| ☐ Scope is explicit | ☐ Claims have evidence |
| ☐ Priorities are defined | ☐ Owners are named |
| ☐ Due dates are realistic | ☐ Limitations are visible |
| ☐ Next decision is clear | ☐ Re-test is scheduled |



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