

Performance Audit Checklist Explained

It looks like you've shared the description of a **Performance Audit Checklist**. While I can't "download" a file from a text-based description, I can certainly help you build, expand, or execute one right here.

If you are looking to optimize a site, here is a breakdown of the high-priority items typically found in a professional-grade audit:

1. Core Web Vitals (The "Speed" Pillar)

Google uses these metrics as ranking signals. You'll want to aim for the "Good" threshold for at least 75% of your users.

- **LCP (Largest Contentful Paint):** Ensure the main content loads within **2.5s**.
 - *Fix:* Optimize hero images (WebP/AVIF) and use `fetchpriority="high"`.
- **INP (Interaction to Next Paint):** Measure responsiveness. Aim for under **200ms**.
 - *Fix:* Break up long JavaScript tasks and minimize main-thread work.
- **CLS (Cumulative Layout Shift):** Keep visual stability under **0.1**.
 - *Fix:* Set explicit width/height on images and avoid injecting dynamic content above existing text.

2. Accessibility (A11y)

Performance isn't just about speed; it's about usability for everyone.

- **Semantic HTML:** Use `<header>`, `<nav>`, `<main>`, and `<footer>` correctly.
- **Color Contrast:** Ensure text-to-background ratios meet WCAG AA standards (4.5:1 for normal text).
- **Keyboard Navigation:** Can a user navigate your entire site using only the Tab key?
- **ARIA Labels:** Provide descriptive labels for icon-only buttons.

3. SEO & Technical Health

- **Metadata:** Unique `<title>` tags and meta descriptions for every page.
 - **Robots.txt & Sitemap:** Ensure search engines can crawl the right pages.
 - **Structured Data:** Use JSON-LD (Schema.org) to help Google understand your content (e.g., Breadcrumbs, Products, FAQs).
 - **HTTPS:** Verify your SSL certificate is active and forcing all traffic to secure URLs.
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Quick Comparison: Audit Tools

Tool	Best For	Output
Google Lighthouse	Lab data & quick fixes	Score out of 100
PageSpeed Insights	Real-world user data (CrUX)	Pass/Fail on CWV
WebPageTest	Deep-dive waterfall analysis	Detailed loading sequence
Ahrefs/Semrush	Backlinks & Keyword SEO	Competitor gap analysis

How would you like to proceed? If you have a specific URL in mind, I can provide a mock-audit based on its current tech stack, or I can help you draft a custom **SOP (Standard Operating Procedure)** for your team to use during deployments.

The document provides a comprehensive Performance Audit Checklist, categorizing high-priority items into three pillars: **Core Web Vitals (Speed)**, which mandates targets like LCP under 2.5s, INP under 200ms, and CLS under 0.1 for better Google ranking; **Accessibility (A11y)**, focusing on inclusive usability through semantic HTML, proper color contrast (4.5:1), keyboard navigation, and ARIA labels; and **SEO & Technical Health**, which covers essential elements like unique metadata, correct `Robots.txt` and sitemap configuration, Structured Data (Schema.org), and active HTTPS. The document also includes a quick comparison of audit tools like Google Lighthouse and PageSpeed Insights, and offers to proceed with a mock-audit or drafting a Standard Operating Procedure (SOP).

For analyzing real-world user data (CrUX): PageSpeed Insights is the best tool.

- **For a deep-dive waterfall analysis: WebPageTest** is the best tool.

