WEBRR
DIGITAL

Website
Performance
Checklist

Use this detailed, step-by-step checklist to audit your website across speed, user experience, SEO, and conversion performance. Each section includes specific actions to help identify areas for improvement and prioritise tasks effectively.

Instructions:

- **Prioritise red items (high impact, low effort)**
- **Assign action items to your developer or internal team**
- **Reassess after 30 days using the same performance tools**

Speed & Load Time

✅ **What to Check:**

- **Use PageSpeed Insights and GTmetrix to test overall load time and get prioritised fixes**
- Identify and remove unused CSS/JS files to reduce page weight
- **Ensure all images are compressed (ideally <250KB) and in next-gen formats (WebP)**
- Combine and minify remaining CSS/JS to reduce HTTP requests
- Enable lazy loading so content only loads as users scroll
- Use caching plugins to store static files for repeat visitors
- **Confirm your hosting provider includes or supports a CDN like Cloudflare**
- Check for render-blocking resources using Lighthouse report and fix them

Mobile Responsiveness

✅ **What to Check:**

- Open your site on multiple real devices (not just responsive view in browser)

- **Fonts should be minimum 16px and buttons large enough to tap without zoom**

- Check mobile menu accessibility and collapsible sections

- Complete a form on mobile — check input fields don't overflow or get cut off

- Verify breakpoints are correctly set for different screen sizes (e.g. 320px, 768px, 1024px)

User Experience (UX)

✅ **What to Check:**

- **Can users navigate easily to main pages within 1–2 clicks?**
- Remove visual clutter like unnecessary popups, banners, or too many CTAs
- **Is your most important message or CTA above the fold?**
- Check for consistency in colour palette, button styles, typography
- Test all main links and footer links — no broken pages or redirects
- Ensure legal pages (privacy, terms) and contact info are easily found

Conversion Optimisation (CRO)

✅ **What to Check:**

- **Are lead capture forms visible on all conversion-focused pages?**
- Button text should be active (e.g. "Book Now", not "Submit")
- Add visual proof (testimonials, logos, certifications) to trust-building areas
- Use tools like HelloBar or OptinMonster for exit popups or slide-ins
- A/B test key pages via Google Optimize or landing page builders (Elementor Pro, Unbounce)
- Use GA4 or Hotjar to track clicks on CTAs and form submissions

Technical SEO Readiness

✅ **What to Check:**

- **Each page must have a unique title tag (under 60 chars) and meta description (under 160 chars)**

- Only one H1 per page, ideally with the main keyword

- Submit sitemap via Google Search Console and ensure Googlebot can crawl the site

- robots.txt should block /wp-admin/ and staging environments, not live content

- Add schema markup (FAQPage, LocalBusiness, Product) using plugins or schema generators

- Ensure all images have alt tags that describe the image (great for SEO and accessibility)

- Use Screaming Frog or Ahrefs to find and fix broken links or redirect outdated ones

Analytics & Tracking

✅ **What to Check:**

- **GA4 is installed and tracking key conversions (e.g. form completions, ecommerce sales)**

- GA4 and Search Console are linked for full visibility

- Use Tag Manager to track scroll depth, button clicks, or video views

- Review Behaviour Flow and User Paths to identify drop-offs

- Create Data Studio dashboards or GA4 reports to review weekly/monthly

Content & Messaging

- **Homepage headline clearly communicates who you help and what you do**

- Each service/product page has structured sections: overview, features, benefits, CTA

- Add FAQs (and schema markup) to improve search visibility and user trust

- Review all copy for grammar, clarity, and alignment with tone/brand

- Use internal links to connect blog content to service pages

- Post at least 1–2 new content pieces per month to signal freshness to Google

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