HIGH PERFORMING WEBSITE CHECKLIST

Performance & Speed

- [ ] Loads in under 3 seconds (ideally <2s)
- [ ] Core Web Vitals optimized (LCP, CLS, INP)
- [ ] Images compressed (WebP/AVIF) + lazy loading
- [ ] CSS/JS minified and deferred
- [ ] CDN implemented (e.g., Cloudflare)
- [ ] Server response time <200ms
- [ ] Caching enabled (browser + server-side)
- [ ] No unnecessary plugins/scripts

Mobile Optimization

- [ ] Fully responsive design
- [ ] Mobile-first layout
- [ ] Tap targets properly spaced
- [ ] Fonts readable without zoom
- [ ] No intrusive popups on mobile

Clear Messaging & UX

- [ ] Clear value proposition above the fold
- [ ] Simple, intuitive navigation
- [ ] Logical page hierarchy
- [ ] Consistent branding (colors, fonts, tone)
- [ ] Clear CTAs (Call-to-Action) on every key page
- [ ] Minimal distractions
- [ ] Trust signals (testimonials, reviews, badges)

SEO Foundations

- [ ] Keyword-optimized page titles
- [ ] Meta descriptions written for CTR
- [ ] Proper header structure (H1–H3)
- [ ] Clean URL structure
- [ ] XML sitemap submitted to Google Search Console
- [ ] Robots.txt configured
- [ ] Internal linking strategy
- [ ] Schema markup implemented
- [ ] No broken links

Conversion Optimization

- [ ] One primary goal per page
- [ ] Strong CTA above the fold
- [ ] Lead capture forms optimized (few fields)
- [ ] A/B testing running (e.g., via VWO)
- [ ] Clear benefits (not just features)
- [ ] Social proof near CTAs
- [ ] Exit-intent strategy

Security & Compliance

- ☐ SSL certificate (HTTPS)
- ☐ Secure hosting provider
- ☐ Regular backups
- ☐ Firewall protection
- ☐ GDPR / privacy compliance
- ☐ Cookie consent banner
- ☐ Secure form handling (CAPTCHA / spam protection)

Analytics & Tracking

- ☐ Analytics installed (e.g., Google Analytics)
- ☐ Conversion tracking configured
- ☐ Event tracking for key actions
- ☐ Heatmaps (e.g., Hotjar)
- ☐ Clear KPI dashboard

Content Quality

- ☐ Clear, concise copy
- ☐ Scannable formatting (bullets, spacing)
- ☐ Strong headlines
- ☐ Updated regularly
- ☐ No grammar/spelling errors
- ☐ Helpful FAQs

Technical Health

- [ ] No 404 errors
- [ ] No duplicate content
- [ ] Canonical tags set
- [ ] Structured data validated
- [ ] Accessible (WCAG basics)
- [ ] Fast hosting infrastructure