

# Website Optimisation Checklist

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The following checklist is an outline list of items for consideration when you have recently completed your website or embarking on a website development project. While not exhaustive, it should give a solid basis to assess what you need to optimise your website. We recommend using this checklist in conjunction with our website development eBook.

Website Optimisation Checklist	Answer
Have you optimised your website load time? How quickly does it load? Slow load times are a turn off for potential customers. It is vital that your site loads in 2-3 seconds or less	
Is your website mobile friendly? This is increasingly important as most internet searches are now on mobile devices	
Can customers find the information – such as products, sizes, quantities quickly and when needed?	
Do you know what keywords you need to use throughout your website and in your content marketing efforts?	
Do you have consistency across your website in look and feel? Are your images and graphics consistent with your brand? Ensure consistency in design by using content that is in line with your brand	
Is there a clear ‘user journey’ throughout the site?	
Have you submitted your website and business details to GoogleMyBusiness (GMB)?	
Have you added Google Analytics to your site?	
Can your customer reach their point of purchase with ease? Assess the site design to allow customers to get to where they need to ASAP	
Can your customer have a seamless experience with your company online? Customer Experience is crucial; ensure your site is designed for a seamless customer journey	
Do you have customer reviews up on your site?	
Do you have any and all logos of memberships, associations and industry bodies on display?	
Is your website safe and secure? Does it have an SSL cert added?	
If applicable, does your customer have payment options? Eg. Directly on-site or via PayPal, etc.	

Are your privacy settings up to date?

Are you findable online? Improving your SEO is of utmost importance.

