The Ultimate Website Optimization Checklist

Performance

Page Size: The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB.

Page Requests: The more HTTP requests your website makes, the slower it becomes. Combining files can help reduce the number of requests.

Page Speed: Webpages should become interactive within 5.3 seconds. Any slower and visitors will abandon your site.

Browser Caching: Browser caching speeds up your website by storing frequently used content in local memory.

Minimal Page Redirects: Multiple redirects can make your site load slower. Aim for no more than one redirect.

Image Size: Use responsive images or SVGs to optimize your images for different screen sizes.

Minified JavaScript: When your JavaScript is properly compressed, it makes your website run much faster.

Minified CSS: When CSS is properly compressed, your website runs faster.

Security

HTTPS: HTTPS protects websites from attacks and gives visitors confidence that your site is authentic and trustworthy.

Secure Javascript Libraries: Intruders can exploit outdated JavaScript libraries. Using the latest version of each library and updating it regularly will help keep you safe.

Mobile

Legible Font Size: Visitors may have difficulty reading small text, especially on mobile. We recommend at least 12px.

Tap Targets: Mobile-friendly pages perform better in search results. Make sure interactive elements like buttons and links are not too small or close together.

Responsive: Responsive design gives you a bump in search rankings for searches on mobile devices.

SEO

Permission to Index: For a page to appear on a SERP, search engines must have permission to store it in their index. If they can't, no other changes matter.

Meta Description: These tell people what your page is about in search results.

Content Plugins: Search engines can't always understand content that relies on browser plugins, such as Flash.

Descriptive Link Text: Descriptive link text helps visitors know what they'll see if they click the link. "Click here" won't cut it.

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