

# 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.

## HubSpot CMS Software

Get a website content management system that is already optimized for performance, SEO, security, and mobile design.

HubSpot offers a content management system (CMS) that takes the pain out of managing your website, so you can focus on the experience you're providing your customers.

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