



Website Improvement Checklist ✨

1. User Experience (UX) Improvements

- Make sure menus are simple to use.
- Check that the site works well on phones and tablets.
- Ensure buttons (like "Sign Up" or "Buy Now") stand out.
- Make sure the most important information is easy to find.
- Use clear fonts and good contrast for easy reading.
- Test all forms (contact, sign-ups, etc.) to make sure they work.
- Make sure "404" error pages are helpful and guide users back.

2. Site Speed & Performance

- Check how fast your website loads. Improve load times if needed.
- Compress images to make them smaller and load faster.



- Reduce the number of things the site needs to load (like images or scripts).
- Make pages load faster for returning visitors.
- Use a CDN to speed up your site globally.

3. SEO (Search Engine Optimization)

- Add unique meta titles and descriptions for each page.
- Describe images (alt text) so search engines can understand them.
- Add relevant internal links to help visitors navigate the site and improve your SEO intelinking.
- Check that URLs are clean, descriptive, and use appropriate keywords.
- Make sure the website is mobile-friendly (this impacts SEO).
- Make sure your website loads fast (people leave if the web doesn't load in less than 3 seconds.)
- Implement structured data for rich snippets and better search visibility.

4. Content Quality

- Regularly update blog posts, product descriptions, or any other content on the site.



- Use relevant and high-quality images, videos, and infographics.
- Use proper grammar, punctuation, and avoid overly complex language.
- Make sure that important content is detailed but concise.

5. Security Improvements

- Make sure the website is secured with HTTPS.
- Set up automatic backups to prevent data loss
- Secure user logins with strong passwords and two-factor authentication (if needed).
- Keep plugins, themes, and server software up to date.
- Implement security measures to prevent unauthorized access.

6. Analytics & Tracking

- Verify that Google Analytics is installed and properly tracking visitor data.
- Use tools like Hotjar or Crazy Egg to track where users click and how they interact with the site.
- Set up goals and events to track important actions like form submissions, purchases, etc.
- Implement A/B testing to continually refine website performance and user experience.

7. Accessibility



- Make sure the site can be used with just the keyboard.
- Provide text descriptions for images for people who use screen readers.
- Ensure good contrast between text and background for readability.
- Make sure the site works well when users enlarge text.
- Ensure forms are easy to fill out for everyone, including those using screen readers.

8. Technical Fixes

- Test your site on different browsers (Chrome, Firefox, Safari, etc.).
- Make sure there are no dead or broken links on the site.
- Set up redirects for any old or moved pages.
- Create a helpful 404 error page that guides visitors to other content.
- Make sure the site's database runs smoothly for better speed.

9. Conversion Rate Optimization (CRO)

- Test and optimize landing pages for higher conversion rates.
- Reduce form fields and improve user experience for higher conversion.
- Add testimonials, reviews, or case studies to build trust.
- Use exit-intent popups to capture abandoning visitors.



- Test different versions of key pages and CTAs to see what converts best.

10. Legal Compliance

- Make sure the pages are up-to-date and compliant with regulations (Have a Privacy Policy & Terms page).
- If required by law, implement cookie consent pop-ups or banners.
- Make sure the site complies with WCAG (Web Content Accessibility Guidelines).

11. Design Improvements

- Make sure that the design of the website matches your brand (logo, colors, fonts).
- Don't clutter the site—leave space between elements to make it easier to read.
- Use headings and bullet points to break up text and make it easy to scan.
- Replace outdated or low-quality images with better visuals.

With this checklist, you're ready to optimize your website and improve its performance.



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