



WEBSITE WELLNESS



Website Wellness Recipe

Technical

- ☐ Page Speed (<https://tools.pingdom.com/>) (Pages should be interactive within 5.3 seconds.)
- ☐ Broken Links (<https://deadlinkchecker.com>) (Broken links are unhelpful for visitors. These can occur when you change page names or remove a page.)
- ☐ Mobile Responsiveness (<https://pagespeed.web.dev/>) (Does your site fit on your mobile device?)
- ☐ SSL Certificate (<https://www.sslshopper.com/ssl-checker.html>) (Is your site protected by an SSL certificate?)

Content

- ☐ Legible font size (Is your font size 12 pixels or greater?)
- ☐ Spelling mistakes (Have you checked for spelling errors?)
- ☐ Copywriting (Is your content written in an easy to understand way?)
- ☐ Amount of text (Do your pages have enough text to convey how you can solve your customers' problems?)

Images

- ☐ Missing Images (Are any images missing on the site?)
- ☐ Alt tags (Alt tags help users using screen readers know what images are about.)
- ☐ Image optimization (Are your images sized and optimized for the web? Max file size 128KB for fast loading)
- ☐ Favicon (Does your site have a favicon to show your branding?)

SEO

- ☐ Google reviews on Map Listing (Are you asking for Google reviews?)
- ☐ Meta Descriptions (Does each page have a meta description? This is the couple of lines of text that show in search results.)
- ☐ On-Page SEO Structure (How well are you using your keywords and are they placed in headings and sub-headings?)