

WHEREOWARE

The Ultimate Website Checklist: for Better UX + Search Rankings



Our comprehensive, 2-in-1 Checklist - **Website Must Have's and Google UX Fundamentals** - offers step-by-step website updates to give your customers the best user experience, while protecting your SEO from Google's Core Web Vitals Update.

For A Better Customer Experience

A Better Website Experience Keeps Customers Coming Back For More

Create Immersive Online Experiences: Use High Impact Visuals

- Choose high resolution lifestyle or product imagery and videos
- Show alternative and to-scale images
- Add prominent and easy-to-click calls-to-action
- Add interactive functionality – pinch-to-zoom, dynamic images on hover
- Extend the immersive experience across email, social, and advertising

Make It Easy To Find Products/Information: Navigation and Search

- Limit navigation headers to under 7
- Choose relevant categories for your products or services
- Use keywords and your audience's language
- Combine categories and filters for deeper search
- Use predictive search to help supply answers
- Clearly display contact information, FAQs, returns, and customer service information
- Highlight retailer/dealer partners (bonus for search by location or turn-by-turn directions)

Never Stop Optimizing: Track, Test, and Experiment

- Set up Google Analytics tracking code
- Continuously improve technical and on-page SEO
- Use tools to measure where customers click, have friction, or drop off
- Combine online and offline data for the complete picture
- Monitor most/least popular webpages, categories, or products
- Run AB tests to validate assumptions and increase conversions
- Benchmark performance and measure improvement
- Ensure designs meet accessibility standards

BUT, THAT'S NOT ALL:

Your website needs to be mobile-friendly, full of engaging content, and deliver a great page experience.

[Jump to our Google Page Experience Checklist for better UX and SEO.](#)

Empower Your Team: Choose the Right Website Platform

Look for a website platform that has:

- Simple content management (CMS)
- Mobile-friendliness
- Scalability and security
- Highly individualized product recommendations and search tools
- Convenient self-service tools
- Makes experimentation easy
- Leverage artificial intelligence
- Bonus: easy audience segmentation and dynamic content to deliver personalized content

Choose the Right Website Agency

Ask the Agency:

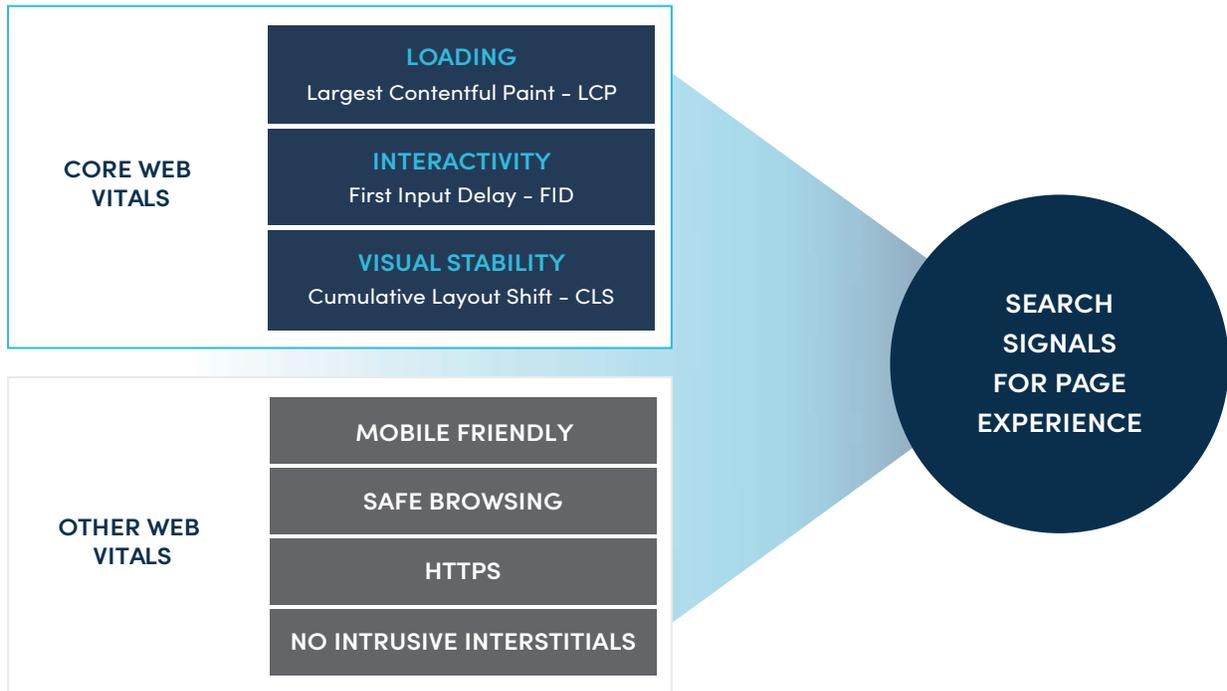
- What are your developer specializations?
- Can you provide examples or references?
- Are you a system implementor or do you provide strategy and campaign services (email, SEO, PPC)?
- How do you handle scope- or budget-creep?
- What other vendors do you work with?
- Who will handle ongoing maintenance or issues?
- What ongoing support do you offer?
- What is your communication strategy throughout the project?

**Talk to a Digital Expert
to Improve Your Website and Marketing Strategy**

sales@whereoware.com

How Will Google Rank Your Page Experience?

STRONG CONTENT is still the center of your SEO strategy, but User Experience (UX) is critical too.



WEBPAGE LOADING: LARGEST CONTENTFUL PAINT

Is the largest file or element within the viewport loading quickly (in fewer than 2.5 seconds)?

- Compress and cache images and video, without impacting quality
- Lazy load images (IE. above-the-fold images load first or images only load within the viewport)
- Optimize background scripts and eliminated third party plug ins
- Implement mobile-first best practices
- Use Web hosted fonts (Google or Adobe) – no more than 7 typefaces
- Use your website's Global Styles

WEBPAGE INTERACTIVITY: FIRST INPUT DELAY

Is the browser reacting quickly to a user's input (IE. click or tap) - within 100 milliseconds?

- Create a clear layout, with well-defined and unobstructed clickable elements
- Optimize and eliminate unnecessary JavaScript
- Use visual indicators to acknowledge inputs (IE. Loading icon or looping animation)
- Configure all styling and programming files to cache
- Ensure web servers compress content before sending to the browser

WEBPAGE JUMPINESS: CUMULATIVE LAYOUT SHIFT

Are ads or other loading elements causing unexpected layout shifts?

- Optimize element and file load time
- Eliminate or optimize ads
- Specify image width and height in the CSS
- Align elements to adapt to potential layout shifts due to responsiveness

Master Existing Search Signals

CREATE GREAT CONTENT

Is your content the most credible, authoritative, and complete webpage to answer this search query?

- Create informative content, addressing customers' top concerns/questions (Think EAT)
- Add keywords to page titles, URLs, and descriptions for every page
- Add Alt Text to all of your images
- Get content shares or linkbacks from relevant high-quality websites
- Garner trust through reviews, testimonials, or awards/certifications
- Ensure your privacy and return policy, and other terms are easily accessible?
- Link internally to other relevant content

MOBILE-FRIENDLY AND INTRUSIVE INTERSTITIALS

Are mobile users receiving an effective, and interactive experience from every device?

- Concise, streamlined navigation or hamburger menu
- Plentiful white space, padding, and color indicators
- Buttons large enough for finger tapping
- Optimize swiping and gesturing functionality, or enable location services
- Image alt attributes and Robots meta tags
- Interstitials or popovers take up less than 15% of the page
- Easy to close interstitials (particularly from mobile), time optimized to appear and disappear

SAFE BROWSING / HTTPS

Is your website safe, trustworthy, and secure?

- Free of malware, social engineering, unwanted software, or deceptive content
- Deemed safe by Google's Site Status diagnostic tool:
transparencyreport.google.com/safe-browsing/search
- Protecting the integrity and confidentiality of data through HTTPS (Hypertext Transfer Protocol Secure)

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