Website audit checklist prep for the new year

Spending time at the end of the business year undertaking a website audit for your business can help ensure your site is performing its very best come the new year. Uncovering issues can improve user experience, boost search engine performance and increase traffic. When users stay on your site longer, they are more likely to take the desired actions, including buying.
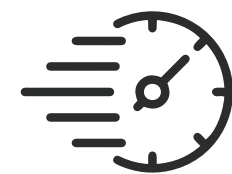
THE BUBBLE CO.

CONTENT AUDIT

03

Ensure your website's content is relevant and well-organised. Update outdated information, check for broken links and improve the readability of your content. High-quality, relevant content is favoured by search engines.

MOBILE OPTIMISATION

01

Check that your website functions seamlessly on various mobile devices and screen sizes – and ensure text is readable on a smart watch. Google prioritises mobile-friendly websites, so this step can improve your SEO and user satisfaction.

SEO HEALTH CHECK

04

Perform an SEO audit to identify and resolve issues that might be affecting your search engine rankings. Check for duplicate content and ensure your meta tags, headings and image alt attributes are optimised with relevant keywords. Tools like Google Search Console can monitor your site's performance and identify potential issues.

SPEED AND PERFORMANCE

02

Slow-loading websites can deter visitors and negatively impact search engine rankings. Use Google PageSpeed Insights to identify areas for improvement, and compress images, minimise code and consider upgrading your hosting if needed.

SECURITY REVIEW

05

Ensure your website has an SSL certificate to enable secure HTTPS connections. Regularly update your website's plugins, themes and CMS to patch vulnerabilities.

Don't have time to perform a website audit? **Speak to us!** Our experts in *web design and development, SEO* and *content* can help ensure your website is the best it can possibly be.