



# WEBSITE QUICK FIX CHECKLIST

A quick guide to help you make a snap assessment of your website, and to ensure you know your stuff when talking to your web developers.

## WEBSITE PERFORMANCE

- Page Size**

Page size is the sum of all the elements it takes to render your page. That includes the HTML and CSS files, the images, multimedia, literally everything. Target 3MB for your total page Size, as the heavier the page, the slower the load speed.
- Page Performance**

As important as the page size, is the total number of objects, aka http-requests. A page that is only 2MB, but has 92 http-requests is sometimes worse off than a 3MB page with only 21 http-requests. Merging these files can help reduce the number of requests.
- Page Speed**

Your website should load as fast as possible. Google recommends that an ideal website load time is 1-2 seconds. 53% of users abandon pages if they take longer than 3 seconds to load. A 2-second delay in load time usually results in an abandonment rate of up to 87%.
- Browser Caching**

When someone visits your site, the browser requests some content from the web server. If the content is not in the browser cache, it is retrieved directly from the server. If the content was previously cached, the browser bypasses the server, loading the desired content directly from the cache. Browser caching speeds up your website for visitors by storing frequently used content in local memory.
- Minimal Page Redirects**

When you move or delete something on your website, you want your visitors to arrive at the new location, not the old one. A redirect is a function that automatically sends your website visitors to the new location. Multiple redirects can make your site load slower. Aim for no more than one redirect.
- Image Size**

We recommend using image files of less than 500 KB for the best resolution to load speed ratio. Better yet, use responsive images or SVGs to optimise your images for the differing screen sizes of your audience.
- Minified JavaScript and CSS**

When your JavaScript and CSS is properly compressed, it allows a visitor to download fewer bytes, enabling the page to load faster, use less battery, use less of a mobile data plan, etc. This is hugely beneficial to the user experience on your website.

## SECURITY

- Security HTTPS**

HTTPS (Hypertext Transfer Protocol Secure) isn't just the weird letters at the beginning of URLs, it protects the integrity and confidentiality of your website from attacks, giving visitors confidence that your site is authentic and trustworthy.
- Secure Javascript Libraries**

Intruders can exploit outdated JavaScript libraries. Implementing version management for JavaScript libraries as part of patch management will help keep you safe. For further security, try not to use external library servers. Copy the JavaScript libraries to the server of the website that needs it.

## MOBILE

- Legible Font Size**

The text on your website may be legible on your monitor, but when it's scaled down to a mobile phone screen, it may not be as easy to read. A text size of at least 12px is recommended.
- Tap Targets**

Websites that are not mobile friendly are penalised by search engines. One big way of making sure your websites are accessible for mobile visitors, is ensuring buttons are not too small or too close together, making them difficult to tap.
- Responsive**

Responsive refers to design and development of the website responding to the user's behaviour and environment. This is based on screen size, platform and orientation. For example, if a user switches from their desktop to iPhone, your website should automatically accommodate for resolution, image size and scripting. This requires a combination of flexible layouts and grids, images and use of CSS. A responsive design will help you rank better for searches on mobile devices.

## SEO

- Meta Description**

These sit on SERPs, telling people what your page is all about. Make sure these are compelling and contain the keywords your audiences want to see when coming across your website on Google.
- Content Plugins**

Search engines can sometimes struggle to understand content that relies purely on browser plugins, such as Flash. Try to minimise these as much as possible, only using them when absolutely necessary.

Get a website content management system that is already optimised for performance, SEO, security, and mobile friendliness with the HubSpot CMS.

If you'd like to take the pain and cost out of development and overall management of your website, [click here to speak with our solutions architect.](#)

