

# 2025 Website Optimization Checklist

Your website is often your first impression. If it's slow, confusing, or outdated, you're losing potential customers. This checklist gives you actionable steps to improve performance, user experience, and search engine visibility to bring more customers to your site.

<input type="radio"/>	<b>01. Website Performance &amp; Speed</b>
<input type="radio"/>	Shrink your images: Big pictures slow things down. Use tools like TinyPNG.com to make them smaller without losing quality.
<input type="radio"/>	Don't overload your site with extras: If your site has animations, videos, or lots of pop-ups, it can slow everything down. Less is more.
<input type="radio"/>	Only load what's needed: Images and videos can be set to load as you scroll, instead of all at once. This makes your site feel faster.
<input type="radio"/>	Use a better hosting company: Cheap hosting often means a slow website. Choose a fast & reliable provider like Hostinger or SiteGround.
<input type="radio"/>	<b>02. Mobile Optimization</b>
<input type="radio"/>	Use responsive design: Your website must look great and work well on all screen sizes. Make sure to test on phones and tablets.
<input type="radio"/>	Avoid popups or small buttons on mobile: Ensure buttons are large enough to tap & avoid frustrating overlays that are hard to close.
<input type="radio"/>	<b>03. SEO Best Practices</b>
<input type="radio"/>	Use clear, keyword-rich headings (H1, H2, etc.): Each page should have one H1 tag that explains what the page is about. Use your city name (e.g., "Web Design Chesapeake VA") where natural to target your consumers.
<input type="radio"/>	Add meta titles and descriptions: Titles should be under 60 characters; descriptions under 155. Make them compelling and relevant. (Ask yourself, what wording are your customers looking for?)
<input type="radio"/>	Use alt text for all images: This helps Google understand your photos and improves your visibility.
<input type="radio"/>	Submit your site to Google Search Console: Helps Google find and understand your site properly. Go to <a href="https://search.google.com/search-console/about">https://search.google.com/search-console/about</a> and click "Start Now"

<input type="radio"/>	<b>04. User Experience (UX)</b>
<input type="radio"/>	Have a clear navigation structure: Use simple menus and organize pages logically. Avoid clutter and dead links.
<input type="radio"/>	Include clear calls to action (CTAs): Examples: "Get a Free Quote," "Schedule a Call," or "Buy Now". CTAs should be visible and consistent.
<input type="radio"/>	Keep content easy to scan: Break up text with bullet points, bold headers, and short paragraphs.
<input type="radio"/>	Use testimonials and social proof: Show real reviews, trust badges, and project examples.
<input type="radio"/>	<b>05. Security &amp; Trust</b>
<input type="radio"/>	Make sure your site says "https" at the top: This means it's secure. If not, you need an SSL certificate (usually free from your hosting company).
<input type="radio"/>	Update your plugins/software: If your site runs on WordPress or similar platforms, updates help keep it safe from hackers.
<input type="radio"/>	Create a privacy policy: Builds trust and keeps you compliant with legal requirements.

## Website Performance Audit

Use Google PageSpeed Insights to test your site and uncover possible issues:

1. Go to: <https://pagespeed.web.dev/>
2. Enter your website URL and click "Analyze."
3. Review your mobile and desktop scores and pay special attention to Performance, Accessibility, Best Practices, & SEO scores.
4. Feel free to visit <https://developers.google.com/speed/docs/insights/v5/about> for more information on how to interpret the data.

### Detailed breakdown:

**90 or above:** Indicates a good performance and user experience.

**50-89:** Suggests areas for improvement in page speed and user experience.

**Below 50:** Signifies a poor performance and user experience.

If you need help improving your score and developing your website, we offer professional web design and SEO services for business owners all across Hampton Roads, VA.

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