Website Checklist

December 12, 2017

1. How is your website doing?

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3. How could you improve it?

1 Review website analytics

2 Update content - freshen up images and text, add internal links, add alt tags to images, check for broken links

3 UX review - consider user interactions on the page

4 Add a footer menu

5 Consider whether you're getting the best service and performance from your hosting company. Perks to look for: customer service, speed, CPanel, regular backups, free SSL, DNS, free transfer or other features.

6 Add SSL certificate - helps with SEO, visitor trust. Get one free with Let's Encrypt. May need a plugin like SSL Insecure Content Fixer.

7 Speed - theme, caching, gzip, async, DB optimization, image optimizer, hosting, CDN, increase PHP memory size.

8 Get on a regular backup schedule!

9 Keep updating your skills. Come to WordPress meetups! 4th Tuesday of the month at Splash. Visit www.meetup.com/austinwordpress to RSVP.