**Points**

**Improve page score**

Analyze your website, use tools

Enable compression

Minify CSS, HTML, JavaScript

Eliminate render-blocking JavaScript

Optimize images

image.webp

Properly Size Images

lazy load images img and div

Lazy load code

Prioritize above-the-fold content

Reduce font files,

Ensure Text Remains Visible During Webfont Load

Identifying critical css

Preconnect to Required Origins

Preload Key Requests

**Improve SEO**

Alt on images

Fix broken links

Valid hreflang

Valid rel=canonical

Document uses legible font sizes

Improve speed of the website

**Accessability**

Semrush

Lighthouse

Page insights

**What Is SEO?**  
**Why Is SEO Important?**  
**What Are The Factors Impacting Google’s Page Ranking?**

