Speed

Web server

- **Check your DNS (domain name system) setup and performance - to improve server response time. It's done through your domain provider.**
- **Set up the transfer protocol correctly (use HTTPS over HTTP; if you're forced to use HTTP, use it's latest version).**
- **Use CDN (content delivery network).**
- **Use the latest PHP versio. This setting is available through your hosting cPanel.**

Web browser related

- **Use browser caching.**
- **Use asynchronous loading (for noncritical JavaScript and CSS files).**
- **Minimize the number of HTTP requests (reduce number of files loaded on a web page).**

Media

- **Resize images to used dimensions.**
- **Use lazy loading for images.**
- **Host videos and other large media files on outside platforms (YouTube, etc.).**

Files

- **Enable file minification (HTML, CSS and JavaScript files).**
- **Enable file compression.**

WORDPRESS TIPS

- **Delete unused plugins & themes (it helps with the database clean up).**
- **Use a lightweight theme.**
- **Use a reasonable number of plugins, only for the features you truly need.**

Accessibility

Structure of the page

- Each page has unique title.
- Page content is organized with section headers (subtitles).
- There's big enough contrast between text and background colors.
- Color alone is not used to convey action (use underline for links, and visible shape for buttons).
- Content has no time restrictions.
- Lists formatted properly (with bullet point signs, padding between items), and with headings.
- All parts of the website is accessible with keyboard (not just with click/tap).
- Set the primary language of your website for assistive technologies.

Text

- Text can be manually magnified by 200% (page zoom-in shouldn't be disabled).
- Break longer text into smaller paragraphs.
- Text should be aligned either left or right (avoid justified alignment). Titles/subtitles could be aligned to center also.

Other considerations

- Content should be accessible even if there's no styling applied to the web page.
- Your website is accessible by all web browsers.
- You have a documented accessibility policy, that's linked on your website.
- Users have a way to report accessibility issues on your website.

Navigation

- Website navigation is consistent on all web pages (it should remain the same visually and functionally).
- Drop-down menus are accessible with keyboard.
- There's no keyboard dead ends (user should be able to go up and down the whole page).
- There's SKIP TO CONTENT shortcut (that skips your website page header).

Images

- Images have descriptive alt-text (avoid keyword stuffing).
- Images of long text should be avoided (use pure text).

Video & media

- On-page media doesn't auto-play.
- Media can be stopped, paused and muted.
- All media has a text description.
- Written transcripts are available for all audio content.
- Captions are available for all video content.

Animations

- Content doesn't flash rapidly.
- Users can stop content from blinking or flashing excessively.

WORDPRESS TIPS

- Choose a theme from the official wordpress.org repository (it passes through accessibility checks).
- If you're unsure about color contrast, stay with the theme provided options (it's the safest bet).
- Use a plugin that enhances the accessibility of your website (I recommend ONE CLICK ACCESSIBILITY).

Privacy

General info

- **Your full business and contact information.**
- **List the categories of data you collect (especially for personal data).**
- **Describe clearly how you collect the data (through website analytics, contact form, etc.).**
- **Describe in detail the purpose of your data collection.**
- **Mention the legal basis behind your data collection (see more here - https://gdpr-info.eu/art-6-gdpr/).**
- **Clearly describe the consumer rights of the website user you're collecting the data from (to see, modify or delete their data).**
- **Disclose with whom you're sharing the collected data with (especially if data selling is involved).**
- **Mention if and how the data is transferred to other countries (especially to those with different/weaker data protection policies).**
- **State what part of the data collection is mandatory, and what's voluntary.**
- **Outline your data retention policy (how long and why the data is stored).**
- **State the security measures you use for your data processing and storage (general website security practices count also).**
- **Disclose how you'll communicate any privacy policy changes to those who already gave their consent.**
- **Show the effective date of your latest privacy policy update.**

Cookies related

- **List all of the cookies/scripts collecting the data on your website (including third-party like Google analytics).**
- **Use an auto block mechanism before the user gives any informed consent (to prevent any scripts or cookies to load before given consent).**
- **Implement consent management (opt-in/opt-out consent form, that can be accessed even after they give a consent - if they change their mind).**
- **Provide a way for people to contact you in order to see what data you stored about them, or to request that data to be changed/deleted.**

Additional security considerations

- **Collect only the data you truly need - it will be less of a risk if there's a data breach.**
- **If you're storing the data on your own server (in WordPress database, etc.), take additional efforts to keep that data safe.**
- **Add consent box to any website feature that collects user data (comments, contact forms, etc.).**

WORDPRESS TIPS

- **Use only GDPR-compliant plugins and tools (it's usually mentioned as one of the main feature).**
- **Use the WordPress built-in features like privacy page template generator, and user data export/erase.**

Security

General practices

- **Keep your software up to date.**
- **Use strong passwords (and don't leave the default admin username as 'admin').**
- **Do website backups on a regular basis (at least once a month), and store them on a separate server.**
- **Install a SSL certificate.**
- **Delete user accounts you don't use.**
- **Run security scans often.**
- **Limit access to users (don't give admin status to regular users).**
- **Limit login attempts.**
- **Use 2-factor authentication for login.**
- **Use a CDN (content delivery network) for additional security features. I recommend using Cloudflare CDN - it provides ddos protection, spam and content scraping prevention for free.**

WORDPRESS TIPS

- **Delete all unused themes and plugins.**
- **Keep all of the parts of your WordPress website up to date (core, theme, plugins, and PHP version on your server).**
- **Use trusted plugins, especially for security features, and features that involve data input by your users into the website's database.**
- **Install a comprehensive security plugin. I recommend Wordfence, because it provides many features - even firewall for free.**

Get a small business website
that gives you profits,
not headaches!

For any additional info, or help check out my website:

imoptimal.com