# Lighthouse Global Considerations for Thoth Tech companies

Lighthouse audits a website's performance, accessibility, best practices and Search Engine Optimisation (SEO), it is easy to for anyone to access found in the developer tab in Google Chrome (Ctrl + Shift + J). Users can generate reports that show scores out of 100 for each category along with a list of suggested improvements. The Lighthouse feature would be easy to integrate throughout Thoth Tech, below you will find a basic checklist I have derived that covers many of the criteria highlighted in the Lighthouse report.

✓ Consistent naming convention for website links (discernible names)

✓ Standard conventions around minimum meta tags and html elements such as image scale, lang attribute, meta descriptions

✓ Standard checklist for essential site requirements, this includes, sitemap, privacy policy, contact us form

✓ Procedure and preferred application for image optimisation so that its consistent and not a lengthy manual process and results do not impede visual impact. Recommended max and min file size and scale.

✓ Navigation, tab order and active rollover testing

✓ Checklist for testing display in multiple browsers and device types (apple-touch-icon, zoom and pinch features

✓ CSS Action Items (meta theme, start_url, splash screen)

✘ Avoid overcluttered pages, complex page navigation and uneccessary page splits

✓ Redundancy checklist, redundant pages, links, automated procedure to not break the site, and checking that applications are up-to-date and compatible

✘ Avoid jargon, technical terms, concise easy to interpret language (check translation) – this applies for links, alt tags, page content, form fields

✘ Avoid auto-play features and auto play audio that can irritate audience

✓ Consistent naming convention for Images and alt tags, provide an accurate description without complicated or unnecessary terms. The word photo or image are not required and reduce Search Engine Optimisation capture.

✓ Same name for alt tag and image add to ease of database searching and improve user experience.

Example of long description and large payload of image size, long load times can frustrate the audience and they will leave the site
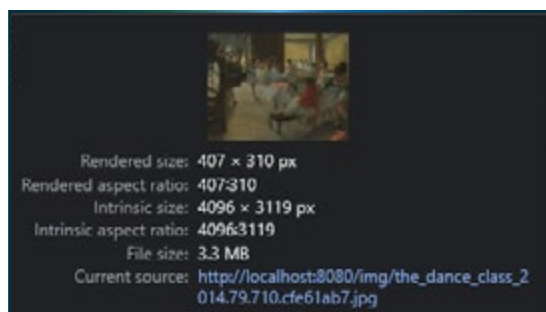
✘ overcomplicated non descriptive image name and long threads

✓ thedanceclass_ebloggs.png

Helpful Links

A Lighthouse Overview https://developer.chrome.com/docs/lighthouse/overview/

How/Why optimise images: https://developer.chrome.com/docs/lighthouse/performance/uses-optimized-images/?utm_source=lighthouse&utm_medium=devtools.

Github respository automated auditing, performance metrics, and best practices https://github.com/GoogleChrome/lighthouse

Lighthouse CI Actions https://github.com/marketplace/actions/lighthouse-ci-action