



## Website Health Check

# A Simple 10-Step Guide for Better Rankings

### 1 Mobile Responsiveness

- ✓ Check if your website is fully optimized for mobile devices.
- ✓ Test on different screen sizes to ensure proper display.

### 2 Page Speed Optimization

- ✓ Use Google PageSpeed Insights to check your loading speed.
- ✓ Compress images & optimize caching to improve performance.

### 3 SEO & Meta Tags

- ✓ Ensure each page has a unique title and meta description.
- ✓ Use relevant keywords naturally in headings and content.

### 4 Clear Call-to-Actions (CTAs)

- ✓ Make sure buttons and CTAs are visible and compelling.
- ✓ Use action-driven text like “Get Started” or “Book a Free Call.”

### 5 User Experience (UX) & Navigation

- ✓ Check if menus are easy to navigate.
- ✓ Reduce unnecessary clicks and improve accessibility.

### 6 Security & SSL Certificate

- ✓ Ensure your website uses HTTPS (SSL certificate installed).
- ✓ Update plugins and themes to prevent vulnerabilities.

## **7 Contact & Lead Generation**

- ✓ Have a visible contact form or chat option.
- ✓ Make sure email and phone number are easily accessible.

## **8 Content & Readability**

- ✓ Keep paragraphs short and use headings for clarity.
- ✓ Avoid jargon and focus on user-friendly language.

## **9 Image & Media Optimization**

- ✓ Compress images without losing quality.
- ✓ Use ALT tags for all images to improve SEO.

## **10 Analytics & Performance Tracking**

- ✓ Install Google Analytics & Search Console.
- ✓ Monitor website traffic, bounce rate, and conversions.

🔥 Bonus: Need help optimizing your website?

Book a Free Website Consultation with WebWing Design Studio!

