

WEB DESIGN

2020 CHECKLIST



LOADING SPEED



Your website should load and be ready to use in 4 seconds or less on both phones and desktop computers. There are two free tools you can use to check how fast your website is, the first is Pingdom and the second is called GTMetrix both of which are easy to find via Google.

BOUNCE RATE



Once you have set up Google Analytics on your website, your visitors will be automatically tracked and their data stored. Over time you will be able to see the average bounce rate. This is an important number to keep an eye on as it is the percentage of people who are landing on your website and leaving straight away. A high bounce rate is anything over 60% and is a clear sign that something needs to be fixed.

META DATA & TITLES



The page title that appears in search engines is like an advertisement for your page and is created via the metadata. The goal is to create aesthetically-pleasing or eye-catching listings in Google's organic search results for your business. Google shows up to 70 characters (including spaces) of a page's title and up to 156 characters (including spaces) of a page's meta description tag in its search results.

FACEBOOK PIXEL



Facebook provide a small snippet of code that tracks visitors to your website. If you plan to run any Facebook or Instagram ads to your website then it is an essential first step. The pixel is the basis of audience targeting, retargeting and reporting. You can create and implement the Facebook Pixel from within the Ads Manager.

SSL CERTIFICATE



An SSL certificate makes your website secure, improves customer trust and most importantly will improve your search engine rankings. Google made SSL mandatory in 2018 and flags websites that do not have a certificate installed and display a warning message of 'Not Secure' on the URL bar. Installing an SSL certificate on your website is therefore a must.

MOBILE OPTIMISED



In Q3 of 2019, mobile devices generated 51.51% of global website traffic. That means your website needs to display correctly and load quickly on mobiles. Google provide a tool called the "Mobile Friendly Test" to work out how mobile friendly your website is. It will look at specific pages and your website as a whole.

GOOGLE SEARCH CONSOLE



GSC is a free tool from Google that will help you keep an eye on the performance of your website in Google's search results. Before you launch your website, set up an account with GSC to verify and add your website. You can then ask Google to crawl your website which may speed up the process of your site appearing in search results (although they don't guarantee it)

404 PAGES



A 404 error means that the page doesn't exist and sending traffic to such pages provides a poor user experience. Google's Search Console will crawl your website and identify any 404 pages so you can restore any pages that have been deleted by accident or set up a redirect to the correct page.

SITEMAP SUBMITTED



A sitemap is essentially a table of contents for your website that can help Google find each page on your site and understand the hierarchy you have used. Submitting a sitemap can be done via the Google Search Console and will help Google determine what pages you have on your website so they can index them. Sitemaps can be made for free via xml-sitemaps.com

COOKIE POLICY



The Cookie Law is a piece of privacy legislation that requires websites to get consent from visitors to store or retrieve any information on a computer, smartphone or tablet. Your website therefore should include a consent form which users must click before they begin. Your policy also should contain information on how your users may opt-out of the cookies or change their settings in regard to the cookies on your website.

GOOGLE ANALYTICS



Google Analytics is a free tool that allows you to monitor your website's traffic in great detail and in real-time. You will need to login to Google Analytics and set your website up as a new entity. You will then be given a snippet of code which you will need to instead within the <Head> section of your website.

GOOGLE PAGESPEED



Google PageSpeed Insights is a website which will check the performance of your website and give it a score out of 100 for both mobile and desktop. A high score means your website has been built properly and will help with your SEO so it's an important metric to check before you launch.



By Simon Ridgwell

Facebook Ads Specialist & Chatbot Designer