

Ten Features Every Website Needs Checklist

To achieve optimal performance while keeping it safe and secure, make sure your business website includes these ten features.

- 1. **User Experience:** Easy to use and intuitive.
- 2. **Responsive Web Design:** Website will work with all device sizes.
- 3. **Fast Load Speed:** Website loads fast with optimized images & content.
- 4. **SEO:** Search Engine Optimized with extensive keyword research and appropriate schema.
- 5. **Quality Content:** Engaging content that tells your business story and communicates your business products or services.
- 6. **Visual Design:** Aesthetically pleasing and follows your brand strategies.
- 7. **Call to Action:** Use clear CTA's that motivates viewers to take action.
- 8. **Security:** Protect your website and user's information with appropriate security measures.
- 9. **Website Analytics:** Use Google Analytics or Fathom Analytics to track, measure, and improve your website performance.
- 10. **Testing Protocols:** Regularly test and update your website for optimum performance. We recommend investing in a support & security plan. With a support plan your web developer can manage your updates, security and more.

