

12-Point Website Health Checklist for 2025

1. Mobile Responsiveness - Test your site on mobile devices and use Google's Mobile-Friendly Test.
2. Site Speed - Your site should load in under 3 seconds. Use tools like Google PageSpeed Insights and GTmetrix.
3. SSL Certificate - Ensure your site is secure (https://) to avoid visitor drop-off and SEO penalties.
4. Broken Links - Regularly scan your site for broken internal and external links.
5. Updated CMS, Themes & Plugins - Keep your WordPress installation, themes, and plugins up-to-date.
6. Clear Navigation - Visitors should find what they need in 3 clicks or less.
7. On-Page SEO Elements - Use proper title tags, meta descriptions, headings (H1-H3), and target keywords.
8. Alt Text on Images - Add descriptive alt text to all images for accessibility and SEO.
9. Functional Contact Forms - Regularly test all forms to ensure they work properly.
10. Clear Call to Action (CTA) - Guide users with visible and clear CTAs on every page.
11. Google Analytics & Search Console - Connect and monitor your site's traffic and performance.
12. Content Freshness - Keep your blog and services pages up-to-date with current info.