

CHECKLIST

HOW TO ANNOY YOUR WEB 'DESIGNER'

BUT GET 200%+ WEB VISITORS

GREAT VISITOR EXPERIENCE & GOOGLE RANKING

This checklist contains valuable tips for business owners to demand from their web designer so that their web site is not losing customers because of bloated or slow design.



"How fast your web site loads is critical but often a completely ignored element in any online business... that includes page load times on mobile devices... **53% of visits are abandoned if a mobile site takes longer than three seconds to load. That's a big problem.**"

Daniel An, Google

A web site is not an especially difficult thing to design. There are thousands of beautiful ready-made templates for every type. Web designers often bloat a web site into something apparently impressive yet not at all fast. They are unaware of the technical liability they are creating for the web site & each visitor. 'Load time' is not a metric that is adopted by most designers. Web pages are created via a dynamic technical process according to variable device requirements & network speeds. Web pages are made fresh-to-order each & every time.

Google will objectively rate a slow web site as a slow web site & rank this below your faster competitors. Google has no rating for 'pretty'. Yet 3-seconds is a benchmark that is possible to attain. A **web developer** will employ smart tactics to deliver web pages as rapidly as possible to the web visitor. In web development, we call this time 'first paint', and 'fully loaded'. Not only is performance a vital aspect, but most websites miss the point. There should be a clear call to action on each site. For example, a restaurant web site should encourage the visitor to 'book a table', what else is it there for?

You can hand the following sheets to your namby-pamby web 'designer', step back & watch them reach for the ciggies.

JEJO offers **complimentary web site performance reviews**. We develop fast websites, web-apps, & native apps. Web-apps are a web site & app in one; web-apps are **fast by design**.





First Impressions of your brand

Engagement starts even before the first page loads. This is the groundwork upon which the rest of the site is founded.

- A short domain name using just letters, no hyphens!**
More memorable & comfortable to type without changing keyboards; & similar to your social media account names.
- SSL certificate installed, so the URL begins https.**
Visitors trust this sign of secured data transmissions & professionalism, Google Search ranks such sites highly. Secure is the new norm.
- The web site must display for all forms of URL.**
Whether someone types **https://www**, **https://**, or **www**, the web site should display for all of these.
- Clear content for Search Engines & humans.**
Search engines review sites & rank them long before any human visitor. Language should be clear & distinct such that search engines & humans understand the topics of the page.
- Include a cache that pre-builds the pages.**
A cache pre-builds pages before the visit occurs, thereby serving them quicker.
- Hosting appropriate to your demands.**
Use cheap hosting for a low number of visitors, & dedicated, high quality hosting for e-commerce or a high number of visitors.

This trust begins even before the web site is displayed.



KAPOW! Engaged! Impressed!

That's how the start of a web site should appear for a visitor using 3G mobile, even if the rest of the page takes another two seconds.

- Critical pages start to load in less than two, & fully display in three seconds on 3G mobile.**
Most visitors will leave if not. Google Search will rank the site accordingly 'below average'. Test it at [GTMetrix](#).

- Sequence the page loading visible parts first.**
Optimise the critical path, so that the initially-visible parts of a webpage load first to give the earliest impression of action.
- Focus the purpose of the site**
Present a clear, intuitive layout that is instantly recognised. It's a web site with a call-to-action, not a work of art, nor an encyclopedia, is it? Web design is about the clarity of function, not necessarily about artistic impression.
- Display images in the correct pixel size for all sizes of screen expected to be used.**
If an image takes up 20% of a 1080 pixel screen, it need only be uploaded as a 216 px maximum image.
- Avoid 'sliders', & animations & hover effects.**
They [clutter, slow, distract & confuse](#), especially on mobile.
- Videos [should be stored on Vimeo or YouTube](#).**
Vimeo & YouTube technology perform far better than ordinary hosting can.
- Use SVG icons & logos.**
SVG is an [efficient, scalable](#) crisp picture format at any size.
- Install the fonts on the same web site domain.**
Install Google Fonts or others, so they can be displayed directly & faster. (The same fonts work on your desktop computer in Word, Excel, & Powerpoint.)
- Remove all social media share buttons.**
Nobody uses them; they slow page loads. [A survey](#) showed only 0.2% of visitors clicked the buttons.
- Use a Content Delivery Network (CDN).**
Even if a global audience does not view your site, even a free CDN can deliver content fast by optimising the code.
- Prove it works well on all browsers & devices.**
Different browsers can all display & function slightly differently, especially desktop cf. tablet cf. mobile phone.

The first taste of action is critical.

The initial & the subsequent web-visitor experience depends on these critical technical aspects





Keep it safe.

With all the work involved in creating a web site, it is easily lost unless it's well protected.

- Back-up in case the system or data is lost.**
Hackers, upgrades, & incorrect development all threaten websites. Store this back-up copy in a separate secure location. Ideally, regularly test it can be restored.
- Ensure log-in attempts are limited, & there are no common account names.**
Common account names such as 'admin', are an easy target of brut force attacks.
- Adopt One-Time Passwords.**
Use complex long passwords, & two-factor authentication, which is tough to hack.

Your reputation & business depends on this too.



'Apps' for fantastic engagement.

PWA's are the leading-edge digital technology, you get a web site, & an app that can take a valuable position on the user's screen.

- Create this site as a Progressive Web App (PWA).**
Visitors can install PWA's on their mobile as an app. PWA's are small, fast, & engaging even on slow cellular networks [Google Lighthouse](#) scores them!
- Provide notifications, SMS, or WhatsApp messages.**
Create a more timely response than email can ever achieve.

Superior visitor experiences.

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