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POINT WEBSITE OPTIMISATION CHECKLIST

1. Security Measures

- Install an SSL certificate (HTTPS)
- Keep all software and plugins up-to-date
- Implement strong password policies

2. Quality Content

- Create valuable, relevant content for your audience
- Update content regularly
- Use a mix of text, images, and videos

3. Clear Call-to-Actions (CTAs)

- Place CTAs strategically throughout your site
- Use action-oriented, compelling language

4. SEO Basics

- Optimise title tags and meta descriptions
- Use header tags (H1, H2, etc.) effectively
- Incorporate relevant keywords naturally

5. User-Friendly Navigation

- Implement a clear menu structure
- Use breadcrumbs for easy site traversal
- Ensure your site search function works well

6. Page Load Speed

- Optimise images and videos
- Minimise HTTP requests
- Use browser caching

7. Mobile Responsiveness

- Test on various devices and browsers
- Ensure your website adapts to all screen sizes

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