

Website Performance Checklist

A practical review for today's AI-driven search environment

1. Clarity & Positioning

- Within 5 seconds, is it clear who you help?
- Is your value proposition specific (not generic)?
- Does your homepage clearly explain your core services?
- Is the next step obvious?

2. Structure for AI & Search

- Are headings structured properly (H1, H2, H3)?
- Do key pages answer common client questions clearly?
- Are services separated into individual pages?
- Is content written in plain, conversational language?

3. Calls to Action (Conversion)

- Does every page have a clear call to action?
- Is your contact/booking button visible without scrolling?
- Are enquiry forms simple?
- Do you offer a downloadable resource?

4. Authority & Trust

- Do you showcase testimonials?
- Are case studies or real examples included?
- Are team credentials clearly displayed?
- Are Google Reviews linked or embedded?

5. Technical Performance

- Does your site load in under 3 seconds?
- Are images compressed and optimised?
- Is the site mobile-friendly?
- Is SSL (https) active?
- Are there any broken links?

6. Content & Visibility

- Have you published helpful content in the last 6 months?
- Do posts answer real client questions?
- Are service pages optimised for clear keywords?
- Do you appear in search results for core services?

7. Navigation & User Experience

- Can users find key information in 3 clicks or less?
- Is your menu simple and logical?
- Is contact information easy to find?
- Is the footer structured with useful links?

8. AI Readiness

- Does your site clearly describe what you do?
- Are services explained so AI tools can summarise accurately?
- Do you publish thought leadership regularly?
- Are pages structured clearly enough to be referenced in AI answers?

Scoring Guide

- 30+ ticks → Strong foundation
- 20–29 ticks → Solid, but improvements available
- Under 20 ticks → Time for a structured review