

Ten things to check on your website

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Snap heuristic judgements

- Clean and tidy
- Friendly staff
- Welcoming smile
- Tasteful decor
- Recommended
- Comfortable furniture
- Tasty menu



It's the same with websites

People make judgements about your site in less than a second

Source: Google Research

Google evaluates more than 200 factors to determine your site's ranking

Source: Backlinko

'You affect the world by what you browse.'

Tim Berners-Lee

Copyright date

- Bad sign if it's out of date
- Better to code it to stay up to date
- A date range can show longevity
- Check the rest of the footer too
 - Privacy statement
 - Cookie policy
 - ISO 3103:1980 (very important!)

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Footer text



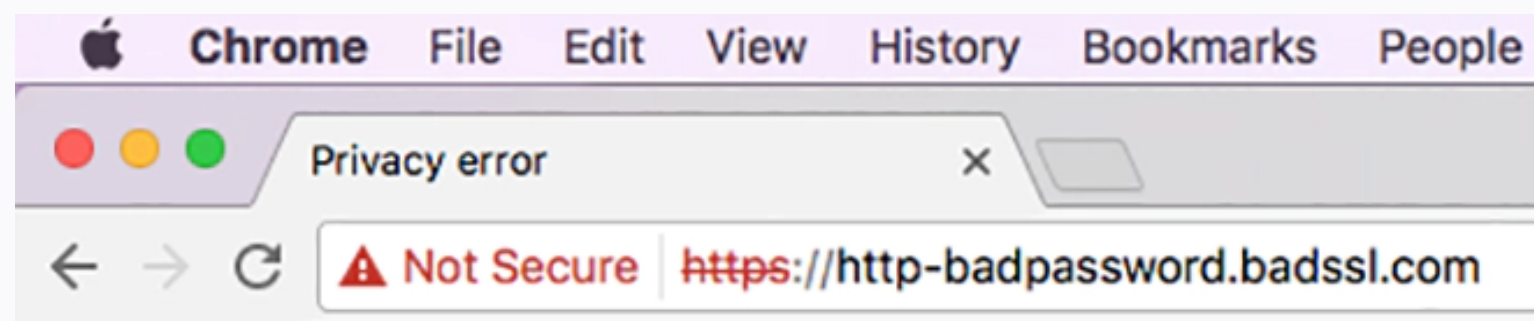
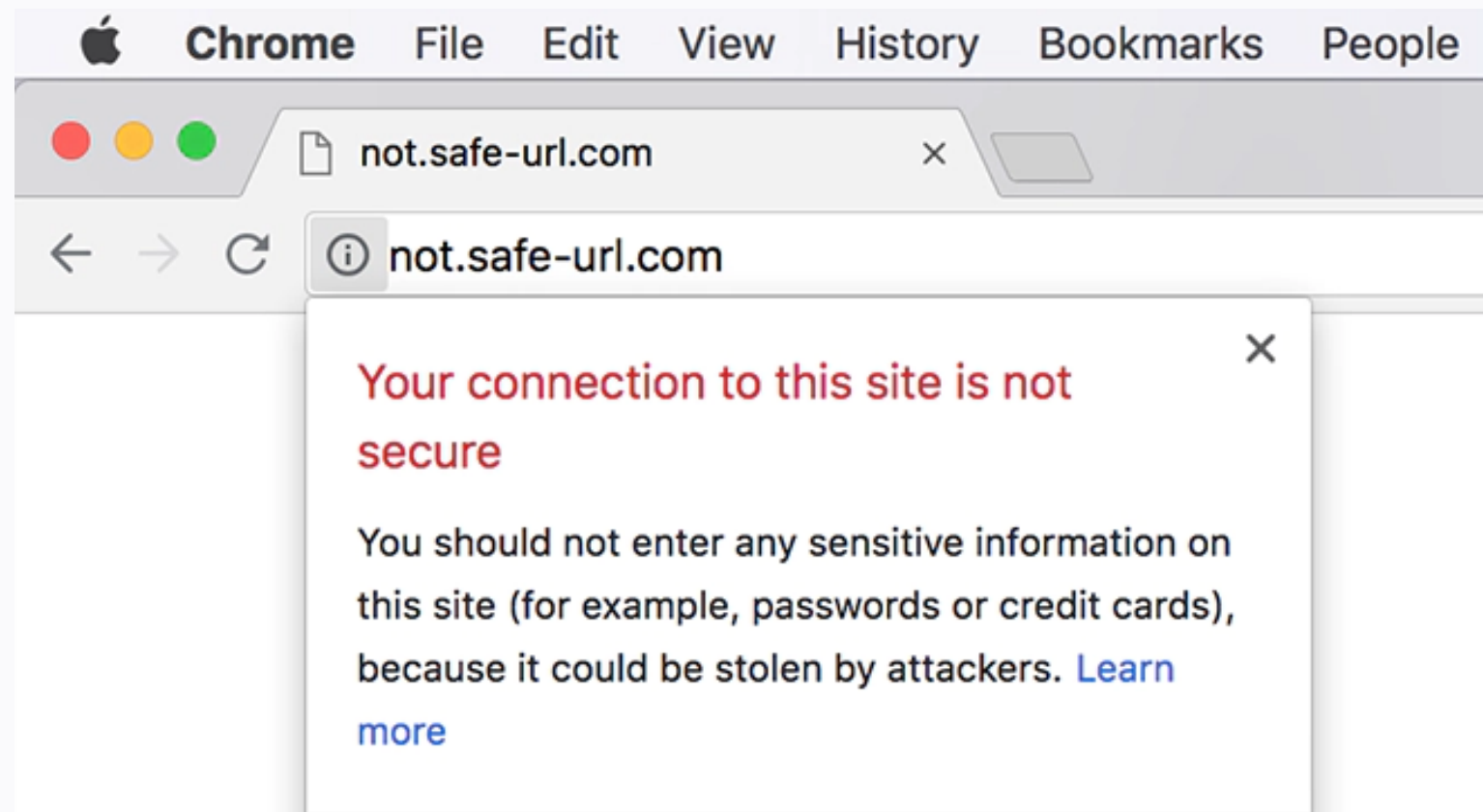
Paragraph ▾ | **B** *I* U More ▾

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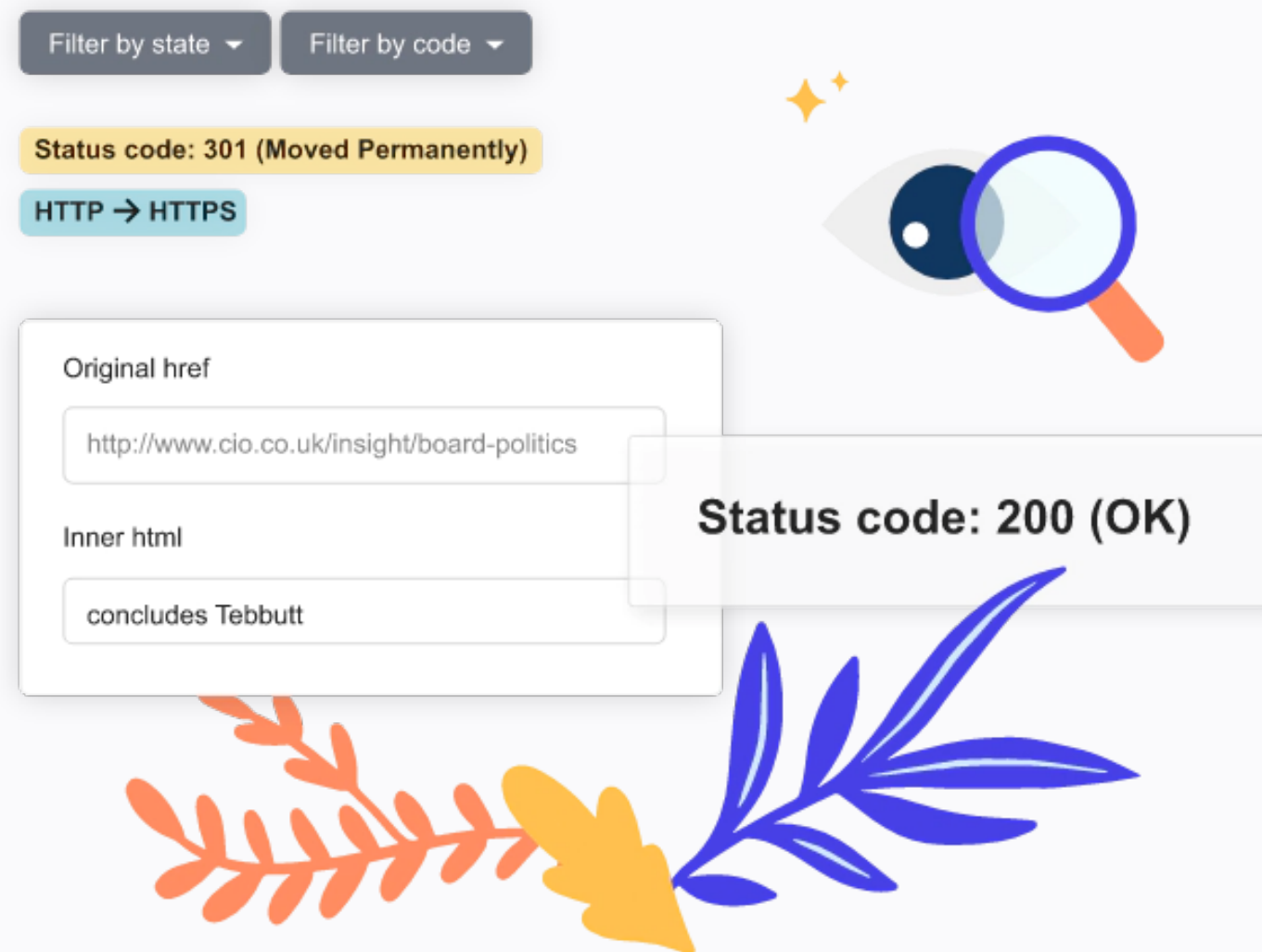
SSL Encryption

- Approximately 90% of websites have encryption.
- Don't be the 10%
- Google warns off visitors and it's an SEO ranking factor
- Bad user experience
- Be wary of redirection
 - Especially apex domains and HubSpot



Broken links

- Add redirects if you change a URL
- Check 404 error logs for incoming broken links
- Fix internal broken links
 - Especially old http -> https redirection
 - Also /blog/ or other redirections
 - Articulate HubToolkit
 - Broken link checker



Cookie pop-ups

- GDPR and the ePrivacy Directive are not optional
 - A click wall is not acceptable
 - Assumed consent isn't valid
 - An accept-only option isn't either
 - Switching on the popup isn't enough on its own
- Beware the ineffective 'decline'
- Needs to be supported by a privacy and cookies policy with links
- Use Google Tag Manager
- Beware embeds that include tracking codes

This website stores cookies on your computer. These cookies are used to collect information about how you interact with our website and allow us to remember you. We use this information in order to improve and customize your browsing experience and for analytics and metrics about our visitors both on this website and other media. To find out more about the cookies we use, see our [Privacy Policy](#).

If you decline, your information won't be tracked when you visit this website. A single cookie will be used in your browser to remember your preference not to be tracked.

Accept

Decline

These integrations will only track users who have opted in to allow cookies if your HubSpot cookie banner is set to require opt-in. [Learn more](#)

Tracking integrations

Integrate with Google Analytics ?

Enter your Google Analytics tracking ID

UA-██████████

Integrate with Google Tag Manager

Enter your Google Tag Manager ID

GTM-██████████

Integrate with AdRoll ?

Legal notice on forms

- GDPR is still not optional
- Check anywhere that collects personal data
 - Contact us
 - Email subscription forms
 - Chatbots
 - Meeting calendars
 - Landing page forms
- This is the most common problem I see

Send us a message

Here, your dreams will come true. A real person will reply.

First name*

Matthew

Last name*

Stibbe

Email*

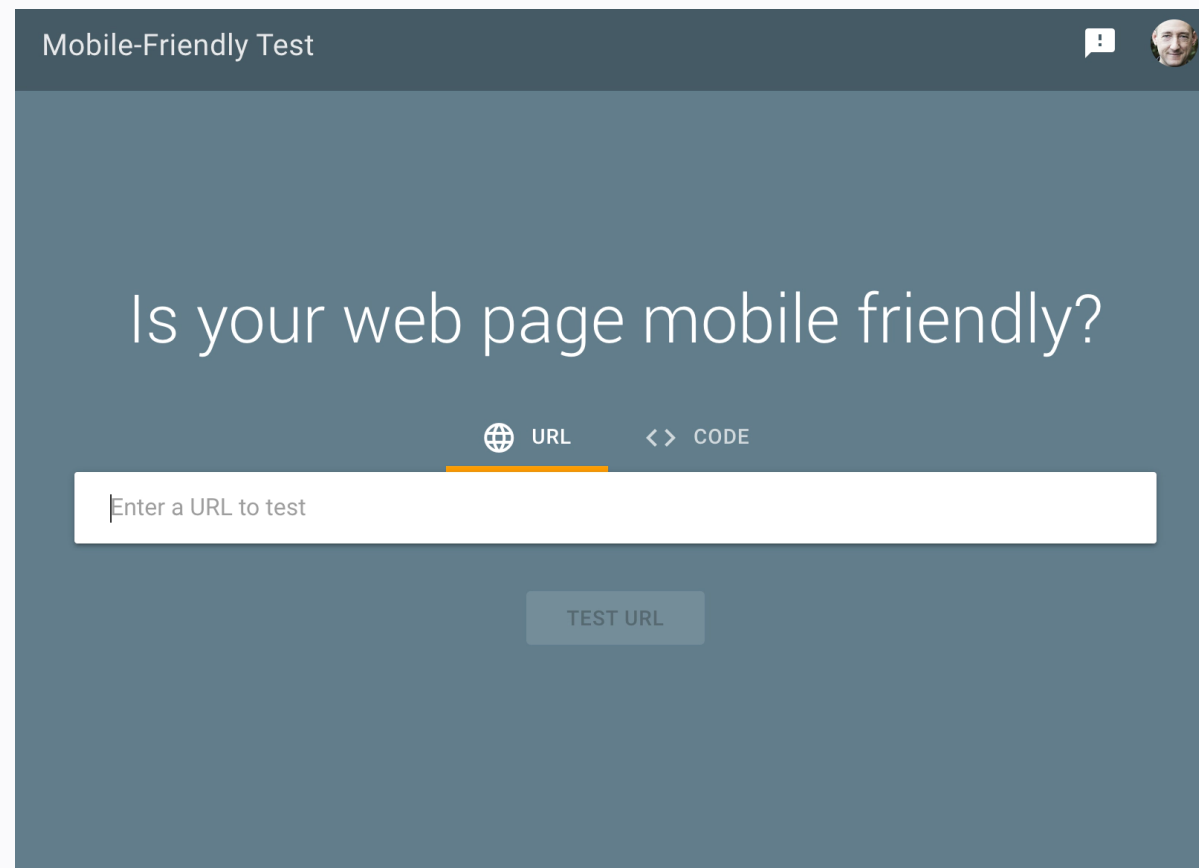
matthew@articulatemarketing.com

Comments

This is a test query via the contact form on Articulate.

We are committed to your privacy. Articulate uses the information you give us to contact you about our relevant content, products and services. You can unsubscribe from these communications at any time. For more information, see our [Privacy Policy](#).

Send



Mobile responsiveness

- Google mobile-first indexing
- 36% of Articulate's sessions are on mobile
- <https://search.google.com/test/mobile-friendly>
- Test landing pages, blog and high-traffic pages, not just the home page
- Lucky Orange and the Vincarta problem

Loading speed

- User experience, conversion and SEO

- Double the loading time, halve the conversion rate

- Use Google PageSpeed Insights

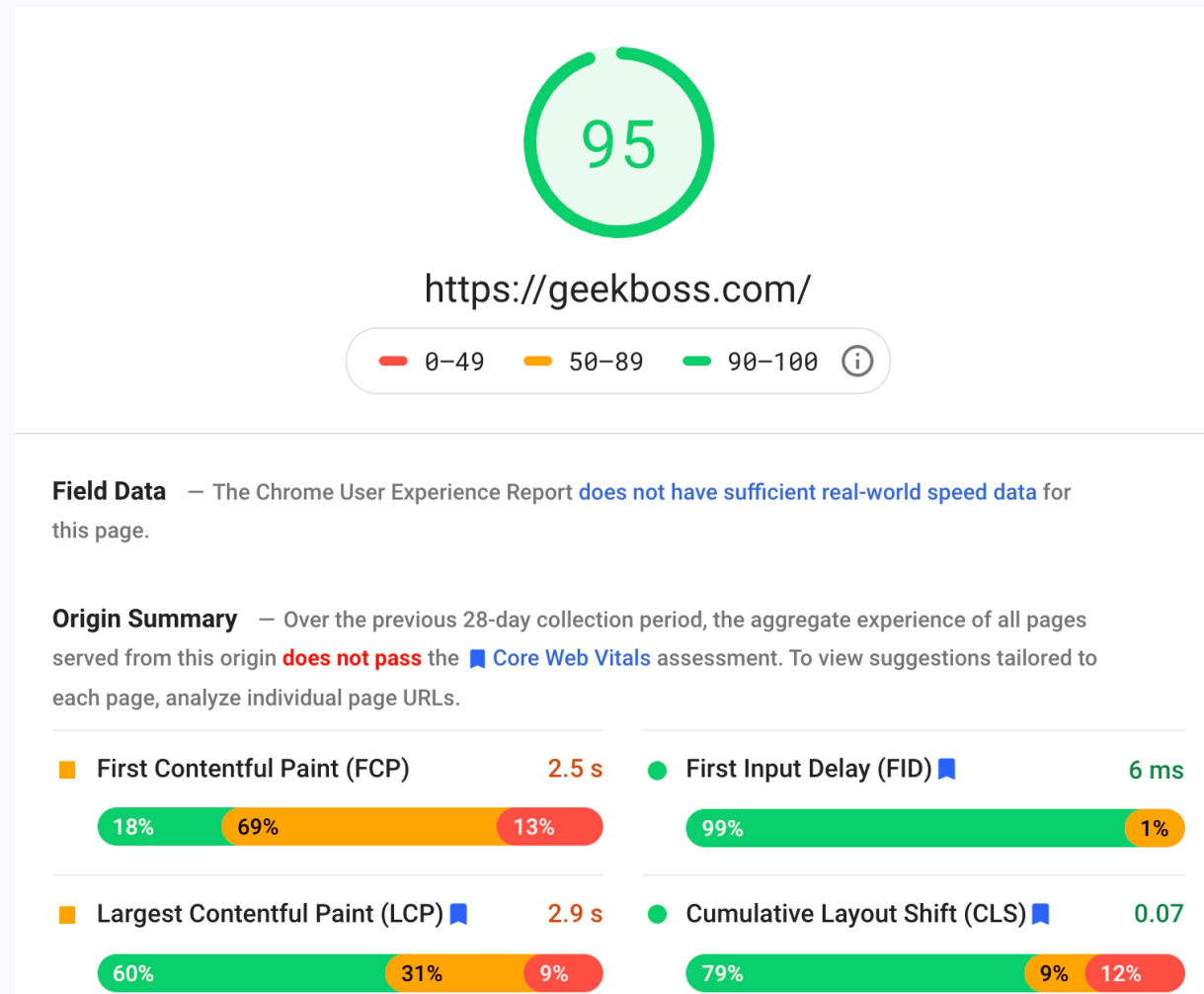
- Hard, almost impossible, to get 100%

- Incremental improvements

- Image compression (see HubToolkit for HubSpot, Kraken in WordPress)

- Better hosting, caching, CDNs; infrastructure is cheap, coding is expensive

- Delete plugins, e.g. HotJar, chatbots etc. (HubSpot's doubled load times)



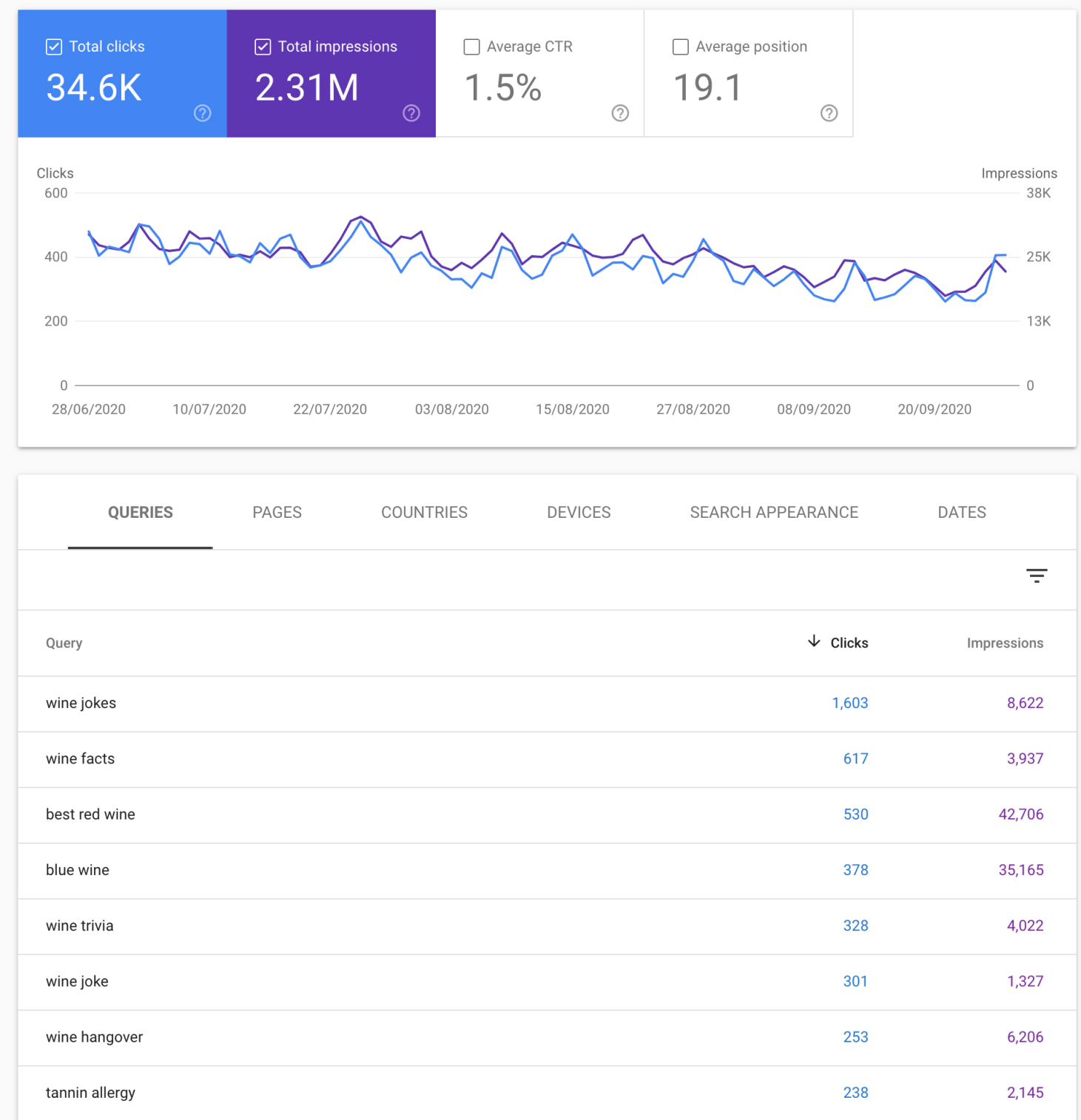


Non-retina pixelated images

- Most phones, tablets and many screens have high pixel density 'retina' displays
- Websites that don't support them look bad
- You can test this by just zooming the page
- Be especially wary of:
 - Text in images and calls-to-action
 - Using bitmaps not SVGs for logos and icons
 - Using very small pictures (often very old ones)

Google Search Console

- <https://search.google.com/search-console>
- Create a profile, submit a sitemap
- Monitor for warnings and fix them
- Get early warnings about serious problems
- Get an insight into how Google sees your site



Readability

Grade 6

Good

Words: 526

Show More ▾

3 adverbs, meeting the goal of 19 or fewer.

1 use of passive voice, meeting the goal of 14 or fewer.

1 phrase has a simpler alternative.

2 of 70 sentences are hard to read.

4 of 70 sentences are very hard to read.

Overall score **95**

See performance

Goals

5 of 5 set

All alerts

Correctness

14 alerts

Clarity



Very clear

Engagement

Very engaging

Delivery



Just right

Readability

- Also a ranking factor for SEO
- Good readability makes your copy more persuasive, engaging and scannable
- <https://hemingwayapp.com>
- <https://grammarly.com>
 - Also Sitebulb.com for a techie, sitewide view
- Edit the most-visited pages first
- Ahem, hire a good writer!

Next steps

Visit our website

www.articulatemarketing.com

Book a meeting

www.articulatemarketing.com/meet

Email me

matthew@articulatemarketing.com

