

11 Point Perfect Website Optimisation Checklist

By Dan Lacey

Thanks for downloading my free checklist to make huge improvements on your website for free. If you do everything on this list you will be in a much better position than when you started.

1. Test for speed

Go to [WebPage Test](#) and put in your website address to test it's load time. Your website will be graded A-F across 6 different categories which allows you to see where you can improve and where you're already doing well.

2. Search your business name on Google

Open up an incognito tab and search your business name in Google, if you don't rank #1 for this then that is terrible news which needs to be fixed ASAP.

It needs to be an incognito tab otherwise your visits to your own website will push it higher in the rankings within your regular browser.

Set this on the right path by making sure your business name is in your title tags and start getting links back to your website with your business name in the anchor text.

3. Install Yoast SEO

If you are using WordPress then install [Yoast SEO](#) and don't look back. It's a free tool which is fantastic for helping you improve your search engine rankings for keywords you'd like to rank for.

It gives really good hints on how to improve each page so can be used by beginners and also advanced users for even greater results.

4. Install Piwik Analytics free

I LOVE [Piwik Analytics](#). I know most people use Google Analytics, but I like Piwik because you can install it on your own web server, you own all of the data, it is 100% open-source and I much prefer the user interface.

It's also completely free.

Once you have this installed and get to grips with analysing your visitors actions on your website, you will be able to make improvements based on what's working and what isn't and will see a huge improvement in website conversions (if done right).

5. Install free SSL certificate

If you still aren't using a https website instead of http then where have you been? (If you've been living in the woods for 10 years I'll forgive you).

This adds encryption to your website so your users data can't be easily intercepted, adds buyer confidence and improves your Google rankings. Get one free from [Let's Encrypt](#).

6. Set up a free email marketing at MailChimp

In case you haven't noticed, email marketing is where it's at – being able to email hundreds (or thousands) of interested people when you launch a new product or blog post is powerful.

[MailChimp](#) offer a free plan which let's you build a list of up to 2,000 members and send 12,000 emails per month. If you use [this link](#) when you sign up, you'll also be credited with an extra \$30 if you upgrade to a paid account.

7. Create lead magnet

Create a guide, offer or checklist (much like this one) for your audience that will offer them extreme value and be worth them parting with their email address.

Offers of "sign up for updates" or "subscribe to my newsletter" do not work. Value is the name of the game here.

8. Integrate #6 / #7 on your website

Set up some kind of popup, alert or prompt on your website for people to sign up to your lead magnet – which then will automatically add them to your mailing list.

Now they're on your mailing list you can keep in touch with them – yay! Again the name of the game here is value... do NOT bombard them spammy sales emails, offer them valuable insights and offers which you know will be of interest (think what emails you like receiving).

[Sumo](#) has some brilliant tools for this, their first package is free until you're ready to upgrade and integrates well with MailChimp.

9. Calculate website earnings

If you haven't already taken my [website earnings quiz](#) then head over to my website and do it now. Most people surprisingly don't know how much their customers are worth and how many visitors they convert to leads, and how many leads they convert to customers.

Even getting you thinking about this is a huge step forwards, this will be much easier if you install and use analytics (point #4). Take this quiz and send the results to yourself by email so you can refer back to them and compare them to future improvements.

10. Decide which area you need to improve most

Once you've got your results from point #9, you can now decide what you need to improve most:

- Customer worth over 12 months (raise prices)
- Percentage of visitors converted to leads (improve website conversion rates)
- Leads converted to customers (improve offering / sales processes)
- Traffic per month (increase traffic – there are various ways to do this)

After taking my quiz you should easily see which area(s) are flagging and need attention.

11. Get a free website / marketing services quote

I offer various website building/optimisation and marketing services to help you improve your business and increase sales.

[Email me](#) with what you're struggling with and I'd be happy to give you a free quote or offer some advice. Don't worry about cost right now as the whole point is to make sure you get a fantastic return on your investment and I have guarantees in place to make sure this happens.