



# THE BEAUTIFUL + SEARCHABLE WEBSITE CHECKLIST

A practical guide to balancing aesthetics, SEO, accessibility, and performance—so your site ranks, converts, and feels premium.



Use this as a **pre-launch or redesign QA checklist**. If you can confidently check most boxes, you're building the kind of site that performs well in search and earns trust fast.

# CLARITY & INTENT (UX THAT CONVERTS)

**Goal:** Visitors understand what you do in 5 seconds—and know what to do next.

<input type="checkbox"/>	The <b>H1 clearly states</b> what the page is about (no clever-but-vague headlines).
<input type="checkbox"/>	The first screen answers: <b>Who is this for? What do you do? What's the outcome?</b>
<input type="checkbox"/>	There's <b>one primary CTA</b> above the fold (book, contact, buy, request quote).
<input type="checkbox"/>	Consistent writing personality and style.
<input type="checkbox"/>	Each page has <b>one main job</b> (don't mix 3 intents on 1 page).
<input type="checkbox"/>	Content is scannable: short paragraphs, clear headings, bullets, spacing.
<input type="checkbox"/>	Navigation is predictable and minimal (no mystery categories).
<input type="checkbox"/>	Trust is visible early: logos, outcomes, testimonials, certifications.

**Quick win:** Add a 1–2 sentence “value promise” directly under the headline.

# VISUAL DESIGN THAT SUPPORTS PERFORMANCE (NOT FIGHTS IT)

*Goal: Premium look, zero friction, fast load.*

<input type="checkbox"/>	Strong hierarchy: headings, spacing, contrast, readable line length.
<input type="checkbox"/>	Typography is legible on mobile (no ultra-thin weights, no tiny sizes).
<input type="checkbox"/>	CTAs look clickable and stand out from the visual system.
<input type="checkbox"/>	Animations are subtle and purposeful (not constant or heavy).
<input type="checkbox"/>	Images are optimized: correct size, modern formats, compressed.
<input type="checkbox"/>	Video is used strategically (not blocking load).

## TRADEOFF RULES (DESIGN SMARTER):

- Hero video? Use a **static poster above the fold** + lazy-load video below.
- Big typography? Prevent layout shift by **reserving space** + smart font loading.
- Fancy motion? Prefer **CSS micro-interactions** over heavy JS libraries.

# ACCESSIBILITY (THE HIDDEN GROWTH MULTIPLIER)

**Goal:** More people can use your site easily—boosting reach, trust, and engagement.

<input type="checkbox"/>	Text meets contrast guidelines (especially body text + CTA buttons).
<input type="checkbox"/>	Buttons and links are tap-friendly (no tiny targets).
<input type="checkbox"/>	The site works by keyboard (tab navigation, visible focus states).
<input type="checkbox"/>	Images that add meaning have <b>alt text</b> (decorative images don't).
<input type="checkbox"/>	Headings follow a logical order ( <b>H1 → H2 → H3</b> ).
<input type="checkbox"/>	Forms have labels, helpful error messages, and clear field instructions.
<input type="checkbox"/>	Videos are captioned (or have transcripts for key content).

**Quick win:** Run a basic accessibility audit and fix contrast + headings first—massive impact, low effort.

# ANSWER-READY CONTENT (AEO + GEO)

**Goal:** Your content can be extracted by Google snippets and AI tools  
—without losing your voice.

<input type="checkbox"/>	Every key page includes a <b>40–60 word “short answer” summary</b> near the top.
<input type="checkbox"/>	You include <b>FAQ-style blocks</b> on service pages (even if not labeled “FAQs”).
<input type="checkbox"/>	You use <b>how-to sections</b> , steps, or frameworks where appropriate.
<input type="checkbox"/>	Headings match real questions users ask (not internal jargon).
<input type="checkbox"/>	You include “proof content”: examples, outcomes, mini case studies.
<input type="checkbox"/>	Pages cite specifics (process, experience, results) rather than generic tips.

## CONTENT BLOCKS THAT WIN:

- Definitions / summaries
- “How it works” steps
- Comparison tables (when relevant)
- Common objections + answers
- Checklists (like this one)

# TECHNICAL SEO ESSENTIALS (STILL NON-NEGOTIABLE)

**Goal:** Search engines and AI can crawl, understand, and trust your site.

<input type="checkbox"/>	Each page has a unique <b>meta title</b> and <b>meta description</b> .
<input type="checkbox"/>	One H1 per page; headings are structured and descriptive.
<input type="checkbox"/>	URLs are clean and readable (no random parameters).
<input type="checkbox"/>	Internal links connect related pages (services → case studies → contact).
<input type="checkbox"/>	Images use descriptive file names + alt text where appropriate.
<input type="checkbox"/>	Schema is implemented where it helps (Organization, Article, FAQ/HowTo, Service).
<input type="checkbox"/>	Redirects are correct after any redesign (no broken links).
<input type="checkbox"/>	Sitemap and robots.txt are configured correctly.

**Quick win:** Add 5–8 internal links on cornerstone pages to build topical authority.

# SPEED & CORE WEB VITALS (RANK + REVENUE PROTECTION)

**Goal:** *Your site feels instant—especially on mobile.*

<input type="checkbox"/>	Largest content element loads fast (watch LCP).
<input type="checkbox"/>	Layout is stable (watch CLS).
<input type="checkbox"/>	Interactions feel responsive (watch INP).
<input type="checkbox"/>	Images are properly sized and lazy-loaded where appropriate.
<input type="checkbox"/>	Scripts are trimmed—only what's needed loads on each page.
<input type="checkbox"/>	You use caching/CDN where it makes sense.

**Quick win:** Fix oversized images and remove unused scripts/plugins first.

# TRUST & EVIDENCE (E-E-A-T SIGNALS THAT MATTER)

*Goal: People and algorithms see credibility instantly.*

<input type="checkbox"/>	Clear About page with real story and expertise.
<input type="checkbox"/>	Visible business info (location/service area, contact, social proof).
<input type="checkbox"/>	Case studies show outcomes, not just deliverables.
<input type="checkbox"/>	Testimonials are specific (what changed, results, timeframe).
<input type="checkbox"/>	Content has authorship and is kept updated where necessary.

**Quick win:** Add a “Results” strip on service pages (metrics, wins, outcomes).

# DESIGN SYSTEM & SCALABILITY (FUTURE-PROOF YOUR MARKETING)

**Goal:** *You can publish new pages fast without redesigning the whole site.*

<input type="checkbox"/>	Reusable content blocks exist (hero, proof, benefits, FAQs, CTA).
<input type="checkbox"/>	Brand system is consistent (type, spacing, buttons, colors, tone).
<input type="checkbox"/>	New landing pages can be created without breaking structure.
<input type="checkbox"/>	Your site supports ongoing updates (blog/resources/insights).

## SCORECARD (OPTIONAL BUT FUN)

Give yourself 1 point for each checked box:

### 50+ points

Strong foundation for ranking + conversion

### 35–49 points

Good base, needs targeted fixes

### Under 35 points

High opportunity—start with performance, clarity, accessibility



**CONTACT US TO ENSURE YOUR SITE  
RANKS, CONVERTS, AND FEELS PREMIUM.**

[ladybugz.com](https://ladybugz.com)

