High performing website checklist

Complete the checklist below to find out if your website has the core ingredients for high performance

Flume
Remarkable transformation

Meeting user needs

○ Is the information on your website easy to understand by all potential customers? Make sure you keep it simple.

○ Does each page have a clear focus?

○ Have you made navigation easy, like a dinner menu? Group similar items together under headings. Don't show everything all at once.

○ Can users easily find social proof? e.g. testimonials, awards

Meeting business needs

○ Is design and language consistent with your other brand & advertising material?

○ Does your website have a clear value proposition?
e.g. Run more effective webinars

○ Do you have clear and compelling call to actions on your website?
e.g. Sign up for free

Meeting Google's needs

○ Do you make content for your users that is best in the market? It will greatly help your Search Engine Optimisation

○ Is your website well optimised? Test your pages with
web.dev/measure with the aim to achieve scores of 90 or higher

If you need help with getting the most out of your website, we can help. flume.agency/contact

For more on each of these points, please see our post, on the blog under #websites