WordPress Website Makeover Checklist

1. Make Your Website Mobile Friendly

- ❏ Research new themes, and make sure the one you want is marketed as responsive or at least lists it as a feature.
    - ❏ View [OceanWP's demos](#) while you browse. They're all responsive.
    - ❏ Install the theme and configure it the way you need it to look.
    - ❏ Go to Appearance → Customize → Mobile Phone Icon to see the way your website looks on a mobile device.
        - ❏ Consult your theme developer's customer service department if it doesn't look right.

2. Optimize for Site for Google (SEO)

- ❏ Create a new content marketing strategy that uses original, longform content.
    - ❏ Content doesn't necessarily need to be long, but every post should go in depth and explain a topic thoroughly.
    - ❏ Use high-quality, related images in posts. Don't use generic stock images.
    - ❏ If you use keywords, don't stuff too many throughout each post, and make sure you use synonyms of keywords rather than using the same keyword throughout your post.
        - ❏ Make sure you use your target keyword in the title, meta title and toward the beginning of your post.
    - ❏ Break up your post content with H2 and H3 headers.
- ❏ Optimize Your Site for Speed

- ❏ Make sure the theme you use is clean and free of lag.
- ❏ Monitor your site's page load times with a tool like [Pingdom](#).
    - ❏ Site should load in under 2 seconds. If you're in the United States, test servers outside of North America will likely experience page load times of over 2 seconds.
- ❏ Enable a CDN for your site.
    - ❏ Use [MaxCDN](#), [Amazon CloudFront](#) or [Cloudflare](#).
- ❏ Optimize Images
    - ❏ Optimize images to the size you need them at *before* you upload.
    - ❏ Make sure they're under 1MB each.
        - ❏ You can also use a plugin like [WP Smush](#) to shrink image file sizes without losing quality.
        - ❏ Integrate your site with Amazon S3 to offload your images to *their* servers instead of yours.
        - ❏ Use lazy loading to ensure images don't load until a user scrolls to them.

3. Fix Broken Links

- ❏ Analyze your site's links with [Broken Link Checker](#).
    - ❏ Change links to redirect them to fully-functioning pages or delete them all together.
- ❏ Add your site to [Google Search Console](#) to monitor broken links.

4. Eliminate Pointless Elements

- ❏ Look at every element your site uses (hit counters, Flash animations, etc.), and decide if you can get rid of them. Less is more when it comes to web design.

5. Update Styles

- ❏ Analyze your site's (or your business') color scheme.
    - ❏ Determine if they need an update.
    - ❏ If they need an update, use [Coolors](#) to come up with a new color scheme.
- ❏ Analyze your site's fonts.
    - ❏ If they seem traditional or are hard to read on lower screen sizes, do this:
        - ❏ Make them larger to see if that helps.
        - ❏ If it doesn't help, visit the Google Fonts library to find suitable replacements.
            - ❏ If your theme doesn't support Google Fonts, use a tutorial to learn how to use Google Fonts with WordPress or use a plugin like [Easy Google Fonts](#).