



Website Mistakes Checklist

Stop Driving Customers Away - Fix These Common Issues

Use this checklist to identify and fix the critical mistakes that drive customers away from your website. Each item addresses a specific problem that impacts user experience, trust, and conversions in Dubai's competitive market.

1. Website Speed & Performance

- Page loads in under 3 seconds
- All images are compressed and optimized
- Using a reliable, fast hosting service
- CDN (Content Delivery Network) is implemented
- Website caching is enabled
- Unnecessary plugins/scripts removed
- Code is minified (CSS, JavaScript)

2. Navigation & User Experience

- Menu has 7 or fewer main items
- Navigation labels are clear and descriptive
- Contact information is easily visible
- Website structure is logical and intuitive
- Search functionality works properly (if applicable)
- Breadcrumbs help users understand location

3. Call-To-Action (CTA) Optimization

- Primary CTA appears above the fold

- CTA buttons use action-oriented language
- CTAs create urgency or value
- CTA buttons stand out visually
- Multiple CTAs placed strategically throughout
- CTA messaging is specific, not generic

4. Mobile Responsiveness

- Website displays correctly on all mobile devices
- Text is readable without zooming
- Buttons are easy to tap (adequate size/spacing)
- No horizontal scrolling required
- Mobile page speed is optimized
- Forms work smoothly on mobile
- Mobile menu is easy to use

5. Trust Signals & Credibility

- Google reviews are visible/linked
- Client testimonials are displayed
- Case studies or portfolio available
- Certifications/awards are showcased
- Physical office address is listed
- Contact details are complete and accurate
- About Us page builds credibility
- Privacy policy and terms are accessible

6. Content Quality & Messaging

- Value proposition is clear above the fold
- Headlines are specific, not generic
- Content addresses customer pain points
- Services/products are clearly explained
- Benefits are highlighted over features
- Content is free of spelling/grammar errors
- Unique selling points are communicated

7. Design & Visual Appeal

- Design looks modern and professional
- Consistent color scheme throughout
- Typography is readable and consistent
- Adequate white space (not cluttered)
- Images are high-quality and relevant
- Visual hierarchy guides attention properly
- No excessive animations or pop-ups

8. Local SEO & Dubai Relevance

- Location (Dubai) mentioned on homepage
- Dubai-based keywords in content
- Google Maps embedded (if applicable)
- Local schema markup implemented
- Service area pages created
- Google Business Profile linked
- Local testimonials featured

9. Analytics & Tracking

- Google Analytics installed and working
- Conversion goals are set up
- Tracking bounce rate and session duration
- Heatmap tools installed (Hotjar, etc.)
- Form submissions are tracked

- Regular performance reviews scheduled

10. Additional Technical Checks

- SSL certificate installed (HTTPS)
- All links work (no 404 errors)
- Contact forms function correctly
- Website is indexed by Google
- XML sitemap submitted to search engines
- Favicon displays properly
- Social media links work

Next Steps: Taking Action

- 1. Prioritize Issues:** Focus on items with the biggest impact first (speed, mobile, CTAs)
- 2. Quick Wins:** Fix simple issues immediately (contact info, broken links, spelling)
- 3. Technical Audit:** Get professional help for complex technical issues
- 4. Test Changes:** Monitor analytics after each improvement
- 5. Continuous Improvement:** Review this checklist quarterly

Need Professional Help?

If you've identified multiple issues or need expert optimization, professional SEO and UX services can dramatically improve your website performance and conversion rates. Small fixes create massive revenue impact in Dubai's competitive market.