

10

Quick Fixes to Boost Your Website's Performance

Your website is the heart of your online presence. Whether you're driving sales, generating leads, or sharing information, a well-optimised website is critical for success. In this guide, we'll walk you through 10 quick fixes to improve your website's performance, user experience, and SEO rankings.



Mobile Optimisation

Over 50% of web traffic comes from mobile devices. If your site isn't mobile-friendly, you risk losing potential customers.

Quick Fixes

1. Use responsive design to ensure your site adapts to all screen sizes.
2. Test your site with Google's Lighthouse.
3. Avoid large pop-ups that disrupt mobile browsing.



Loading Speed

Slow websites lead to higher bounce rates and lower search engine rankings.

Quick Fixes

1. Convert your images to WEBP format.
2. Leverage browser caching to reduce load times for returning visitors.
3. Use a CDN like Cloudflare to serve content faster.



Simple Navigation

Visitors should find what they're looking for within seconds.

Quick Fixes

1. Limit menu options to 5-7 items.
2. Use clear and concise labels (e.g., "About Us" instead of "Who We Are").
3. Add a search bar for larger sites.



Clear Call-to-Action

Every page should guide visitors toward an action, whether it's signing up, buying, or contacting you.

Quick Fixes

1. Use active language like "Get Started" or "Learn More."
2. Place CTAs above the fold for better visibility.
3. Use contrasting colours to make CTAs stand out.



Alt Tags for Images

Alt tags improve accessibility and help search engines understand your content.

Quick Fixes

1. Add descriptive alt text for all images.
2. Use keywords naturally within the text.



Secure Your Website

HTTPS ensures your website is secure, which builds trust and boosts SEO.

Quick Fixes

1. Install an SSL certificate through your hosting provider.
2. Test your site's security using SSL Labs.



Optimise Metadata

Metadata helps search engines display your site in search results effectively.

Quick Fixes

1. Write unique title tags (50-60 characters) for each page.
2. Craft meta descriptions (150-160 characters) that include your primary keywords.



Broken Links

Broken links harm your site's credibility and frustrate users.

Quick Fixes

1. Use free tools like Broken Link Checker.
2. Replace or remove broken links.



Reduce Pop-Ups

Intrusive pop-ups can drive visitors away.

Quick Fixes

1. Use exit-intent pop-ups instead of ones that appear immediately.
2. Limit pop-up frequency to avoid overwhelming users.



Test Site Speed

A fast site improves user experience and SEO.

Quick Fixes

1. Test your site using Google PageSpeed Insights.
2. Follow their recommendations to fix speed issues.

Additional Steps

Once you've implemented these quick fixes, consider advanced strategies like A/B testing, deep SEO audits, and UX research to further enhance your site's performance.

Ready to level up?

Book a free website audit with Design Shake. We'll identify areas for improvement and help you turn your site into a powerful business tool.

