- [ ] **Desktop site loads in** _____ **seconds**

- [ ] **Mobile site loads in** _____ **seconds**

- [ ] **Website is mobile friendly**

- [ ] **Contact information is accurate and forms work**

- [ ] **Pages with minimal traffic or purpose are removed**

- [ ] **All internal links work and go to correct page**

- [ ] **All website functionality works across top common browsers**

- [ ] **Privacy/GDPR/etc. pages are clearly linked to and are accurate and up to date**

- [ ] **Website appears first in Google for brand name**

- [ ] **Every major page is built around a specific keyword**

  H1 tags, page titles, and URLs are correct and contain the keyword or phrase

  Canonical tags are configured, duplicate content is minimized

- [ ] **Backlinks pointing to site are legitimate and bad backlinks are removed/disavowed**

- [ ] **UX and UI is optimized for conversion**

  Navigation is clear, concise, and accurate

  User flow is clear and doesn't create roadblocks