		✓
1	Increase speed of ALL pages	
2	Make a website mobile friendly	
3	Check if you have an SSL certificate (if not, immediately get one)	
4	Upgrade design to current trends	
5	Make a keyword list and use it smartly	
6	Check grammar and spelling	
7	Use professionals as advisers, not as a tool	
8	Hire a designer and listen to what they say	
9	Hire an SEO expert	
10	Use professional content writers	
11	Turn off your ego	
12	Define your buyer personas	
13	Replace "I" with "You"	
14	Talk to your customers	
15	Always give more than people expect	
16	Clearly show how your product or service improves life and solves problems	
17	Show why anybody should buy from you or work with you	
18	Present your process - how you work	
19	Avoid boring Stock images; they are everywhere	
20	Use professional images	
21	Show real people instead of shaking hands or creepy smiling models	
22	Compress images to less than 300 KB	
23	Add Alt titles to all images	
24	Add best practices from your niche	
25	Add traffic magnets such as quizzes, tests, SaaS	
26	Use the first screen of every page smartly - don't overstuff it	
27	Improve the Homepage	
28	Improve the About us page	
29	Add content regularly	
30	Monitor what people want to know and write about it	
31	Share your expertise and build a brand and trust	
32	Add linkable and downloadable content - statistical data, manuals, how-to guides	
33	Make a unique 404 page	
34	Add FAQ page	
35	Add Testimonial page	
36	Make a separate page to present your team	
37	Make an individual Thank you page	
38	Replace cliches on Call-to-action buttons (such as "Learn more", "Contact us")	
39	Eliminate distractions - pop-ups, stuffed sidebars, ads, too many colors, multiple call-to-actions	
40	Reduce the number of clicks from the Homepage (website's depth)	
41	Improve URLs (SEO, broken, new tab, didstinct)	
42	Improve UX (colors, margins, fonts, less is more, headings)	
43	Improve UI (clickable contact icon, reduce fields in CF, easy to share, like, simple navig, menu with 6 levels)	
44	Add external and internal links	
45	At the end of the year perform big cleaning (change visible dates to a current one, delete pages, disavow spammy backlinks)	
46	Categorize content	✓
47	Connect the website with Google Analytics, GSC, GBP, business listings, Trust Pilot	
48	Reach out to popular websites to acquire quality backlinks	
49	Make landing pages with a clear value proposition	
50	Add voice search, 3D, virtual tours, animations	