SEO CHECKLIST:
10 Must haves for an optimized website

1. GOOD HOSTING
Don't go for the cheapest option when it comes to hosting. Investing a little more money in a higher quality VPS or dedicated server will pay off in the long run.

2. PHP 7
Make sure your web host is running pHp 7.2, the latest version of pHp. This is not only good for performance, but important for security as well. You can check your pHp version by logging into your website's cPanel or contacting your hosting company.

3. HTTP/2
Using HTTP/2 allows more server requests simultaneously to happen when you load a website. This means faster load times on both the server and client machines. Contact your hosting company to ask if you can upgrade.

4. GZIP
Gzip is a great server-side tool that helps compress your website files. This will help with page load times and give you a higher score with all the website speed test tools. You can activate GZip by logging into your website's cPanel.

5. LAZY LOAD IMAGES
Lazy loading loads your website's images on demand, as a user scrolls down your page. If you run your site on Wordpress, we recommend installing a lazy load plugin.

6. OPTIMIZED/COMPRESSED IMAGES
Uploading huge images will slow your site down. There's never a need to upload a 4,000px wide image to an area that's only 400px wide. Uploading images that are sized correctly will greatly help with your website load times.

7. MINIFY CSS & JAVASCRIPT
Minifying removes white space from your code files, which helps them load faster. Install a plugin on your site to minify your CSS and Javascript code.

8. HTTPS
Google penalizes websites that are not secure (look for the lock in your browser). If your URL does not start with https, contact your hosting company about upgrading.

9. MOBLIE FRIENDLY
Make sure your site looks great on mobile devices! You can check your website here:
https://search.google.com/test/mobile-friendly

10. LOAD ASSETS LOCALLY (FONTS, SCRIPTS, IMAGES)
Whenever possible, load assets like fonts, scripts or images locally, rather than linking to an external server. This reduces the amount of server requests and speeds up your load times.