10 LESSONS FROM 1 BILLION PAGE VIEWS

THE ULTIMATE CHECKLIST:

Position your website for discoverability in the age of voice search with these key checkpoints:

☐ **IS YOUR WEBSITE CONTENT STRUCTURED?**

Content structure matters. Use Google's Structured Data Testing Tool to see how yours stacks up:

https://search.google.com/structured-data/testing-tool

☐ **DOES YOUR WEBSITE LOAD QUICKLY ON SMARTPHONES?**

53% of of mobile users abandon sites that take longer than 3 seconds to load. Check your website's mobile page speed:

https://testmysite.withgoogle.com/

☐ **ARE YOU FOLLOWING HICK'S LAW?**

The time it takes to make a decision is directly related to the number of choices available. Boost your web conversions by limiting the number of choices presented. Learn more:

https://en.wikipedia.org/wiki/Hick%27s_law

☐ **HOW DOES YOUR WEBSITE RANK IN SEARCH RESULTS?**

Identify the most important search keywords to your business, and see how your business ranks in local search, voice search, and more:

https://search.google.com/search-console/about

☐ **DOES YOUR LAYOUT GUIDE USERS TO KEY CONVERSION CONTENT?**

There's a strong relationship between the layout and the engagement of users on websites. Here are some layouts to consider:

https://extendthemes.com/website-layout-design-ideas/

☐ **HAVE YOU ACCOUNTED FOR FUTURE CHANGES?**

A solution may seem like a good idea now, but may require more work to stay at edge. Invest in website technology that is robust and flexible to suit your needs over time.

☐ **DOES YOUR WEBSITE MEET W3C STANDARDS?**

Although validation is not mandatory on the web, it is useful for improving the quality of pages. Check to see how your site holds up using this free testing tool:

https://validator.w3.org/

☐ **DOES YOUR WEBSITE RESPECT THE THE LATEST REGULATIONS?**

The EU General Data Protection Regulation (GDPR) had a lot of implications for businesses worldwide, and similar regulations are being implemented. Learn more about what is required:

https://ec.europa.eu/justice/smedataprotect/index_en.

☐ **IS YOUR WEBSITE ACCESSIBLE FOR EVERYONE?**

Make sure visitors with disabilities can access your content. Check your website for accessibility:

https://wave.webaim.org/

☐ **ARE YOU DESIGNING FOR USER'S PREFERENCES?**

Apply principles of Jakob's Law of UX and simplify the learning process for users by providing familiar design patterns. Learn more about this and other laws of UX:

https://lawsofux.com/jakobs-law

*Drop by the Mono booth at ONWARD to learn more about how **Mono** and **Yext** work together to ensure that small-and-medium businesses around the world have an accurate, consistent and authoritative online presence.*