

# Website Requirements Checklist

2022 Edition

## PERFORMANCE & PRIVACY

Everything from 2021, plus the performance, privacy and SEO standards that defined 2022.

### What's new in 2022

Core Web Vitals (LCP, FID, CLS)  
Mobile-first indexing

Modern image formats (WebP / AVIF) + lazy loading  
Cookie consent (GDPR / CCPA)  
Structured data (schema.org)

### ◆ Responsive Design & Mobile

- Resizable, scalable, mobile-first layout
- Dedicated desktop and mobile experiences
- Device-appropriate, optimized images
- Ready for Google mobile-first indexing

### ◆ Hosting & Performance

- Cloud hosting for fast, reliable delivery
- Core Web Vitals pass — LCP, FID, CLS
- Modern image formats (WebP / AVIF), compression & lazy loading
- Correct URL paths + custom 404 page

### ◆ Accessibility & Compliance

- Meets WCAG 2.1 accessibility guidelines

### ◆ Security

- Valid SSL certificate (HTTPS)
- No browser console errors

### ◆ SEO & Discoverability

- Structured data / schema.org markup
- XML sitemap + descriptive meta titles & descriptions

### ◆ Privacy & Data

- Cookie consent banner (GDPR / CCPA)

### ◆ Social & Integrations

- Connected to your social accounts for backlinking