

# Website Requirements Checklist

2023 Edition

## ANALYTICS & TRUST

Building on 2022 with the analytics, accessibility and security expectations of 2023.

### What's new in 2023

Google Analytics 4 (Universal Analytics retired)  
WCAG 2.1 AA + published accessibility statement

E-E-A-T content signals  
Security headers (HSTS, CSP)

### ◆ Responsive Design & Mobile

- Resizable, scalable, mobile-first layout
- Dedicated desktop and mobile experiences
- Device-appropriate, optimized images
- Mobile-first indexing ready

### ◆ 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

- WCAG 2.1 AA conformance
- Published accessibility statement

### ◆ Security

- Valid SSL certificate with HTTPS-only redirects
- Security headers (HSTS, Content-Security-Policy)
- No browser console errors

### ◆ SEO & Discoverability

- Structured data / schema.org markup
- XML sitemap + descriptive meta titles & descriptions
- Content demonstrates E-E-A-T (experience, expertise, authority, trust)

### ◆ Privacy & Data

- Cookie consent banner (GDPR / CCPA)

### ◆ Analytics & Monitoring

- Google Analytics 4 configured (Universal Analytics retired)

### ◆ Social & Integrations

- Connected to your social accounts for backlinking