

# Website Requirements Checklist

2025 Edition

AI SEARCH & PASSEYS

The 2024 standard plus 2025's shift toward AI search, passwordless login and sustainability.

## What's new in 2025

AI-search readiness (AI Overviews / answer engines)

Passkeys / passwordless login  
Green, sustainable hosting

### ◆ 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, INP, CLS
- Modern image formats (WebP / AVIF), compression & lazy loading
- Performance budget with ongoing monitoring
- Energy-efficient, sustainable (green) hosting
- Correct URL paths + custom 404 page

### ◆ Accessibility & Compliance

- WCAG 2.2 AA conformance
- Published accessibility statement

### ◆ Security

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

### ◆ SEO & Discoverability

- Structured data / schema.org markup
- Content structured for AI search & AI Overviews
- XML sitemap + descriptive meta titles & descriptions
- Content demonstrates E-E-A-T

### ◆ Privacy & Data

- Cookie consent banner (GDPR / CCPA)
- Google Consent Mode v2 configured
- No reliance on third-party cookies

### ◆ Analytics & Monitoring

- Google Analytics 4 configured

### ◆ Social & Integrations

- Connected to your social accounts for backlinking