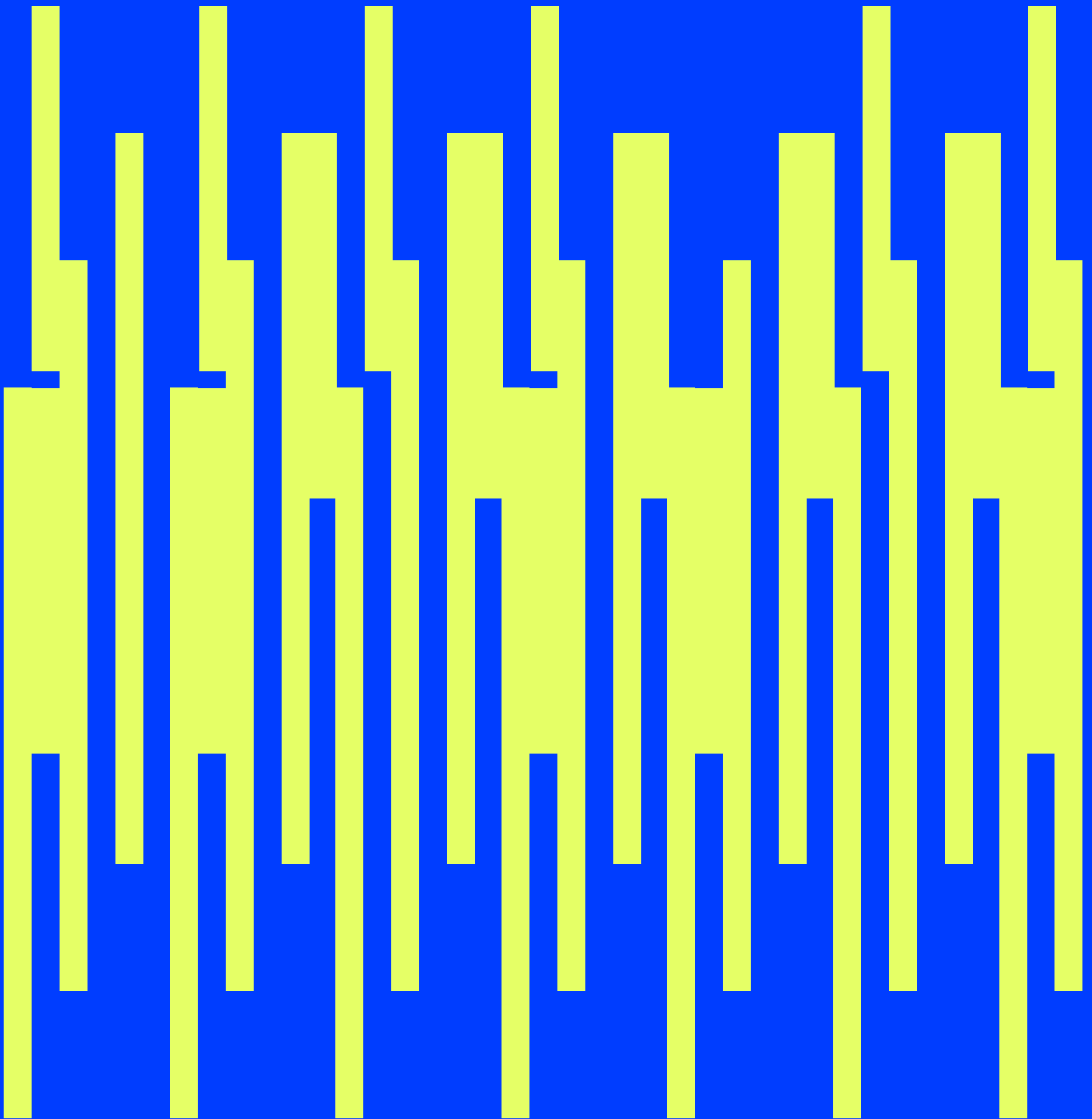# 80five

5 Things You Can Do Today to Improve Your Website

Quick and effective improvements you can make today to strengthen your site's impression and boost performance.

Introduction

In this guide, we've outlined five simple but powerful things you can do today to check and then improve your website. These suggestions are aimed at business owners, marketers, and anyone managing a site who wants quick wins without technical complexity.

Each recommendation includes a clear explanation, a free tool to help you take action, and a practical tip you can implement immediately. Let's get started.

We will explore

01 Check website speed

02 Improve accessibility

03 Run a broken link check

04 Update meta content

05 Improve call-to-actions

01
Check website speed

Your website's speed plays a crucial role in both user experience and search engine performance. A slow website can lead to frustrated visitors, increased bounce rates, and lost conversions. As you can imagine, studies show that if a site takes longer than 3 seconds to load, many users will abandon it entirely. Moreover, Google includes page speed as a ranking factor in its search algorithm, meaning a faster site can also improve your visibility online.

On that basis, let's start your quick wins by checking your website's loading time. Otherwise all of the other tasks we undertake will be insignificant if people won't wait for your website to load!

How can we check the speed?

There are a few free tools you can use online to run a speed audit of your website. These tools will identify what's slowing your site down and provide prioritised suggestions:

1. **Google PageSpeed Insights** - https://pagespeed.web.dev

2. **GTmetrix** - https://gtmetrix.com

3. **Pingdom** - https://tools.pingdom.com

Want to be guided through this process?

I'd love you to keep reading this ebook, but you don't need to. We have created a custom ChatGPT bot to help you check your website speed and all other steps included in this guide.

Want to get started? Click the button to use Site Checker by 80five.

Use our Site Checker tool
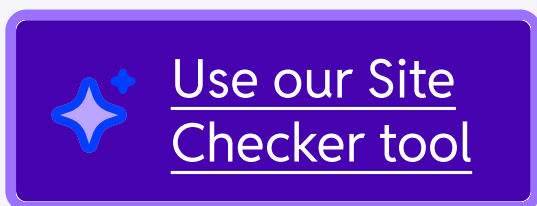
02
Improve accessibility

Making your website accessible ensures that people with disabilities, such as those who rely on screen readers or keyboard navigation, can use your site effectively. Accessibility is not only about inclusivity but also about creating a better overall experience for everyone. It can also have legal implications, especially for businesses operating in certain regions or sectors, and contributes positively to SEO by improving site structure and usability.

It is important to run regular checks to ensure that your site is always compliant to the moving standards around website accessibility.

How can we check accessibility?

By far the best free tool for auditing accessibility is WAVE Web Accessibility Evaluation Tool (https://wave.webaim.org)

The tool will load and test your website, looking at some of the following factors:

1. **Alt text** - Are your images using alt text to explain what the image shows?

2. **Semantic headings** - Are you using H1, H2, H3, etc, headings and in the correct place and order?

3. **Meaningful CTAs & links** - Are your links using logical text, such as 'Read our pricing guide' over vague text, such as 'click here'?

How do you make improvements?

Once you have run the tool and generated some areas for improvements, you might be wondering what to do next and how you can make improvements today.

The WAVE tool will provide some feedback on how to 'fix' your website. Plus, you can use our Site Checker by giving it the feedback and asking it for advice.

Also, you can reach out to us at 80five and we can help guide you.

03 Run a broken link check

Broken links frustrate users and signal to both visitors and search engines that your site isn't properly maintained. Whether the link points to an outdated blog post or a deleted product page, dead ends diminish user trust and can cause people to abandon your site prematurely. From an SEO perspective, search engines consider broken links as a sign of poor site quality, which may affect your rankings. Plus, if those links are external, it can affect link strategies.

It is important to run regular checks to ensure that the links on your website are working and are not leading people into a dead end!

How can we check links?

By far the best free tool for auditing links is Dead Link Checker (https://www.deadlinkchecker.com/website-dead-link-checker.asp)

You can use this tool to check just one page of your website or the whole site. If a link is broken, it will generate a 404 error. Other errors, such as '999 non-standard' are not ones to worry about.

How do you make improvements?

Once you have run the tool and potentially generated a list of broken links, you might be wondering what to do next and how you can make improvements today.

Firstly, if you have access to your website's backend or CMS, you can log in and look to fix broken links. CMSs, such as WordPress have plugins that can help you create redirections to resolve any issues with old, deleted pages.

Plus, you can use our Site Checker and ask it for help or advice on how you can fix broken links on your specific website.

Also, you can reach out to us at 80five and we can help guide you.

04 Update meta content

Meta titles and descriptions are the snippets that appear in search engine results when your website is listed. A compelling meta title grabs attention, while a well-written description encourages clicks. These elements are crucial for SEO and can significantly influence whether a user clicks through to your site or scrolls past.

It is important that the titles and descriptions of your pages exist and are relevant to what is currently on that page. A page about leather shoes shouldn't have a title about handbags and a description about leather belts.

How can we check meta titles and descriptions?

You can log into the backend or CMS of your website and hopefully view the meta titles and descriptions. If not, or if you are not sure how to, there is a free online tool you can use.

The best free tool is SEOptimier (https://www.seoptimer.com). Run an audit of your website and scroll down to learn more about your current meta title and description and any suggestions it has. You will need to run this tool multiple times if you want to assess more than one page of your website.

How do you make improvements?

Once you have run the tool you will have some feedback provided for you, but it will not give you specific examples of what you could do instead.

To get specific help, you can use our Site Checker by giving it the feedback and asking it for advice.

Also, you can reach out to us at 80five and we can help guide you.

05
Improve call-to-actions

A call-to-action (CTA) is a button or a link on your website that will take your visitors to somewhere else on your website or externally. The aim of a CTA is to guide your website visitors toward the goal you want them to take, whether that's scheduling a consultation, downloading a guide, or getting in touch. Without clear CTAs, even the best-designed websites can leave users confused or passive. Strong CTAs are essential for conversions, and they should be visible, compelling, and action-oriented.

It is important to consider the impact of the CTAs on your website. Plus, as we learnt earlier in this guide, CTAs are an important part of website accessibility. You want them to be clear and specific, such as 'Download the free guide' rather than just 'click here'.

How can we check CTAs?

You can start by learning what is an effective CTA and which to avoid or update today. This free guide by HubSpot will help: https://blog.hubspot.com/marketing/call-to-action-examples

It is also useful to learn from the biggest brands and which CTAs they use.
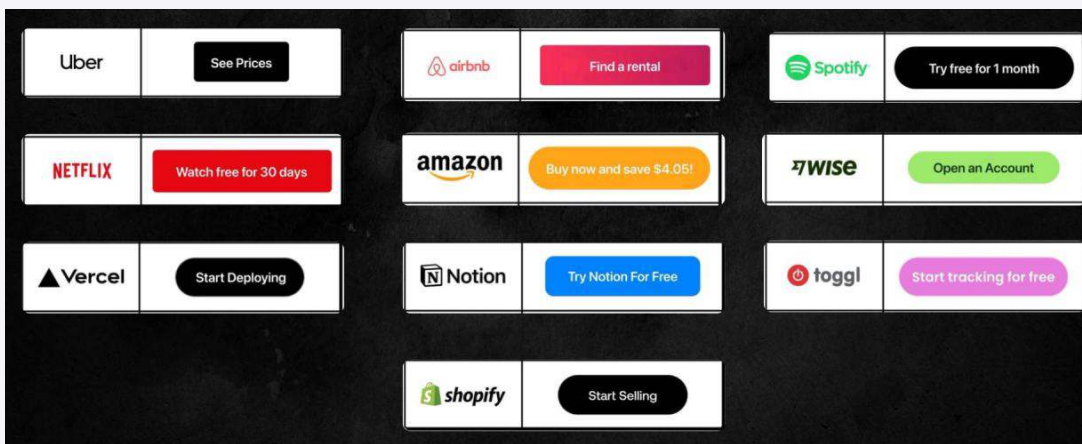
How do you make improvements?

Once you have looked at all of the examples, you might be wanting some advice to to test the effectiveness of your new CTAs. You can use our Site Checker by asking it what it thinks about your CTAs.

Also, you can reach out to us at 80five and we can help guide you.

Want to get in touch?

If you want to find out more about 80five and how we can help you create an unforgettable website for your business, you can find out more on our website, call us, or drop us an email.

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