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WEB

MODERNIZATION CHECKLIST

Complete Technical and UX Evaluation Guide

50+ Verification Points

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Introduction

This checklist has been designed by LGF Consulting to help you comprehensively evaluate whether your website needs an update. Web modernization isn't just about aesthetics—it's about performance, security, user experience, and conversion.

Use this guide to identify areas for improvement and prioritize actions that will generate the greatest impact on your digital presence.

How to Use This Checklist

1. Review each section systematically

2. Mark each point that requires attention

3. Prioritize improvements based on impact and urgency

4. Contact LGF Consulting for a detailed professional evaluation

1. Technical SEO

Search engine optimization and organic visibility

Meta Tags and Structure

- ☐ Unique and descriptive titles on each page (50-60 characters)
- ☐ Optimized meta descriptions (150-160 characters)
- ☐ Proper heading structure (H1, H2, H3) without skipping levels
- ☐ Friendly and descriptive URLs (no special characters)
- ☐ Schema.org markup implementation for rich snippets
- ☐ Open Graph tags configured for social media
- ☐ Twitter Cards properly implemented

Indexing and Crawling

- ☐ XML sitemap updated and submitted to Google Search Console
- ☐ robots.txt file properly configured
- ☐ Canonical tags implemented to avoid duplicate content
- ☐ No crawl errors in Google Search Console
- ☐ Important pages properly indexed

2. Performance and Speed

Load optimization and user experience

Core Web Vitals

- ☐ LCP (Largest Contentful Paint) under 2.5 seconds
- ☐ FID (First Input Delay) under 100 milliseconds
- ☐ CLS (Cumulative Layout Shift) under 0.1
- ☐ Total load time under 3 seconds

Resource Optimization

- ☐ Images optimized and compressed (WebP when possible)
- ☐ Lazy loading implemented for images and videos
- ☐ Minified CSS and JavaScript
- ☐ Browser cache properly configured
- ☐ CDN implemented for static content
- ☐ GZIP or Brotli compression enabled
- ☐ Removal of render-blocking resources

3. Design and User Experience

Modern and user-centered interface

Visual Design

☐ Modern and updated design (doesn't look 5+ years old)
☐ Professional and consistent color palette
☐ Legible typography and clear visual hierarchy
☐ Appropriate spacing and margins (not overcrowded)
☐ High-quality and professional images

Navigation and Usability

☐ Intuitive and easy-to-use navigation menu
☐ Logical and clear information structure
☐ Visible and effective calls-to-action (CTAs)
☐ Simple and easy-to-complete forms
☐ Efficient internal search function
☐ Breadcrumbs to facilitate navigation
☐ Clear and helpful error messages

4. Mobile and Responsive Design

Mobile device optimization

- ☐ 100% responsive design on all devices
- ☐ Optimized mobile navigation (functional hamburger menu)
- ☐ Properly sized buttons and touch elements (minimum 44x44px)
- ☐ Readable text without zooming (minimum 16px)
- ☐ Forms optimized for mobile
- ☐ Responsive images that adapt properly
- ☐ No content overflowing horizontally
- ☐ Viewport meta tag properly configured

5. Security

Data protection and user trust

- ☐ SSL/HTTPS certificate active and configured
- ☐ No mixed content (HTTP on HTTPS page)
- ☐ Forms protected against spam and bots
- ☐ CMS and plugins/themes updated to latest version
- ☐ Automatic backups configured
- ☐ Privacy policy and terms of use updated
- ☐ GDPR and data protection compliance
- ☐ Two-factor authentication on admin panel

6. Content

Content quality and relevance

- ☐ Updated and relevant content
- ☐ No broken links or 404 pages
- ☐ ALT text on all images
- ☐ Clear and accessible contact information
- ☐ Updated testimonials and success stories
- ☐ Active blog or news section
- ☐ Multimedia content (videos, infographics) where appropriate

7. Conversion and Analytics

Results measurement and optimization

☐ Google Analytics 4 properly configured
☐ Goals and conversions defined and measured
☐ Heatmaps implemented (Hotjar, Crazy Egg, etc.)
☐ Forms optimized for conversion
☐ A/B testing on key elements
☐ Social media tracking pixels (Facebook, LinkedIn)
☐ CRM integrations configured

8. Accessibility

Inclusion and experience for all users

☐ Adequate color contrast (WCAG AA minimum)
☐ Full functional keyboard navigation
☐ ARIA labels implemented where necessary
☐ Videos with captions and transcriptions
☐ Visible focus on interactive elements
☐ No barriers for screen readers

Next Steps

Once you've completed this checklist, you'll have a clear vision of the areas that require attention on your website. LGF Consulting can help you with:

Complete Audit

In-depth technical analysis of your website with specific and prioritized recommendations.

Modernization Strategy

Detailed implementation plan with timeline and resource estimation.

Professional Implementation

Development and execution of identified improvements with premium quality standards.

Contact

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References

This checklist is based on industry best practices documented in the following works:

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