

Website Improvement Checklist for SMEs in 2026

UI/UX

No.		
1.	Check mobile layout on different phone models	
2.	Make text readable without zooming	
3.	Increase spacing between buttons and sections	
4.	Keep menus short and easy to understand	
5.	Place CTAs in clear, visible spots	
6.	Reduce clutter on key pages	
7.	Make forms shorter and easier to complete	
8.	Ensure buttons and links look clickable	
9.	Keep important actions above the fold	

DESIGN

No.		
1.	Refresh outdated templates	
2.	Use consistent colours across all pages	
3.	Use two or three fonts only	
4.	Increase spacing for cleaner layout	
5.	Replace low-quality images	
6.	Use images that match your brand tone	
7.	Keep banners simple and not overly busy	
8.	Use icons for quick understanding	
9.	Ensure alignment is consistent throughout the page	

CONTENT

No.	
1.	Break long paragraphs into shorter blocks
2.	Add subheadings to guide the reader
3.	Use simple, localised wording
4.	Highlight your main value points
5.	Place CTAs at natural stopping points
6.	Keep service descriptions clear
7.	Add FAQs for common questions
8.	Use bullet points for clarity
9.	Make contact information easy to find

TECHNICAL

No.	
1.	Compress all large images
2.	Remove heavy or unused plugins
3.	Upgrade to faster, stable hosting
4.	Reduce big scripts that slow the page
5.	Check for broken links
6.	Ensure every page loads quickly on mobile data
7.	Test forms to confirm they submit properly
8.	Use lazy loading for images
9.	Avoid too many pop-ups

SEO

No.		
1.	Add descriptive alt text to all images	
2.	Use clean and meaningful headings	
3.	Link related pages to each other	
4.	Link blogs to your service pages	
5.	Check if pages are indexable	
6.	Write clear titles and meta descriptions	
7.	Use simple, keyword-friendly URLs	
8.	Add schema for key pages	
9.	Ensure important pages are added to your sitemap	

PLANNING

No.		
1.	Review the full user journey	
2.	Remove unnecessary steps in the enquiry process	
3.	Improve pages with high exit rates	
4.	Plan content that supports your services	
5.	Track performance using analytics	
6.	Update content that feels outdated	
7.	Add case studies or examples over time	
8.	Review your site monthly for improvements	
9.	Adjust your CTAs based on user behaviour	