



CANNABIS MARKETING  
ASSOCIATION

# **Website Optimization** *checklist*

**This Website Optimization Checklist serves as a guide for cannabis marketers aiming to elevate their online presence and ensure seamless user experiences. Use this checklist as a strategic compass to enhance website performance, bolster security measures, and improve search engine visibility. It is recommended to have a website professional advise you on the best practices for your unique website and business needs.**

**A well-optimized website becomes not only a platform for engagement but a cornerstone of credibility and trust.**

**By systematically addressing crucial factors that impact website loading times, security protocols, and mobile accessibility, businesses can better optimize converting and delighting their website visitors.**

**Whether you're a seasoned cannabis marketer or just starting out, adhering to the guidelines outlined in this checklist is a fundamental step towards harnessing the full potential of your website and achieving digital excellence in the competitive cannabis landscape.**



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## Performance

- **Page Size:** To ensure optimal performance, aim to keep your page size under 3MB as heavier pages lead to slower load times.
- **Page Requests:** Reducing the number of HTTP requests enhances website speed; consider combining files to achieve this.
- **Browser Caching:** Speed up your website by storing frequently used content in local memory through browser caching.
- **Minimal Page Redirects:** Strive for a maximum of one redirect to prevent site slowdown caused by multiple redirects.
- **Image Size:** Optimize images for varying screen sizes by using responsive images or SVGs.
- **Minified JavaScript:** Boost your site's speed by properly compressing JavaScript code.
- **Minified CSS:** Enhance website performance by correctly compressing CSS code.

## Security

- **HTTPS:** Ensure website protection from attacks and establish trust by using HTTPS.
- **Secure Javascript Libraries:** Maintain safety by regularly updating JavaScript libraries to prevent exploitation by intruders.



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## Mobile

- **Legible Font Size:** Guarantee readability, especially on mobile, with a recommended font size of at least 12px.
- **Tap Targets:** Optimize for mobile with appropriately sized interactive elements like buttons and links to improve search results.
- **Responsive Design:** Achieve higher search rankings on mobile devices by implementing responsive design.

## SEO

- **Permission to Index:** Allow search engines to index pages for them to appear on search engine results pages (SERPs); other optimizations won't matter without this.
- **Meta Description:** Communicate page content to users through meta descriptions in search results.
- **Content Plugins:** Avoid reliance on browser plugins like Flash for content, as search engines might struggle to understand such content.
- **Descriptive Link Text:** Use descriptive link text to convey the link's purpose; avoid vague phrases like "Click here."