

FREE GUIDE • 12 CHECKS • ABOUT 2 HOURS IN TOTAL

The 2027 Website Checklist

Speed, AI Readiness and Conversion

A practical self-assessment for UK business owners and marketing leads. Test your website in minutes, with free tools you already have, and see exactly where to focus first.

Speed

Is it fast enough to keep the visitor you paid to attract?

AI readiness

Can AI tools read your site, and would they quote it?

Conversion

Does it make it easy to say yes, and can you prove it?

Why this checklist, and why now

The bar for websites is rising on three fronts at once. Google keeps tightening what it counts as a good page experience, yet only **48% of mobile websites pass all three Core Web Vitals** (HTTP Archive, Web Almanac 2025). At the same time, buyers increasingly ask AI tools such as ChatGPT, Gemini and Perplexity for recommendations before they ever visit a site. And every visitor you do win still has to find a clear, trustworthy reason to get in touch.

Most websites do not fail loudly. They fail quietly: visitors leave, enquiries never arrive, and the business puts it down to a slow month. This checklist gives you a simple, honest way to check before the problem gets expensive. It is based on what our team sees again and again in real projects.

How to use it

1. Block out about two hours, or work through one section a week. You need a laptop, a phone and access to Google Search Console and Google Analytics if you have them.
2. Test your **homepage** and your **most important service or product page**. Most problems show up on those two pages.
3. For each check, follow **How to test it**, compare with **Pass if**, and tick your result: Pass (2 points), Partly (1) or Fail (0).
4. Add up your score on the scorecard (page 9) and use **Where to focus first** to plan your next steps.

The 12 checks at a glance

#	Check	Area	Time
01	Pass Core Web Vitals on mobile, with real visitors	Speed	10 min
02	Make the hero (above-the-fold) element load first	Speed	5 min
03	Put every third-party script on a leash	Speed	15 min
04	Check the server answers quickly, everywhere you sell	Speed	10 min
05	Make sure your words are in the HTML, not only in JavaScript	AI Readiness	5 min
06	Decide which AI crawlers may visit, on purpose	AI Readiness	5 min
07	Describe your business with structured data	AI Readiness	10 min
08	Give AI an answer it would choose to quote	AI Readiness	15 min
09	Pass the five-second test	Conversion	5 min
10	Make the next step obvious, and make sure it works	Conversion	10 min
11	Put proof next to the decision	Conversion	10 min
12	Prove the website is producing leads	Conversion	15 min

No technical background is needed. Where a check needs a developer to fix, the checklist says so, and the result gives you a clear brief to hand over.

A

SPEED

Speed

Is your website fast enough to keep the visitor you paid to attract? These four checks cover how quickly your pages load, respond and settle, on the phones most of your visitors use.

CHECK 01

About 10 min

Pass Core Web Vitals on mobile, with real visitors

WHY IT MATTERS

Google measures how fast your pages load, respond and stay stable for real people. Only 48% of mobile websites pass all three Core Web Vitals (HTTP Archive, Web Almanac 2025). Slow pages lose the visitor you paid to attract.

HOW TO TEST IT

1. Open pagespeed.web.dev and test your homepage and your top service page on **Mobile**.
2. Read the top section, *Discover what your real users are experiencing*. This is field data from real Chrome users, not a lab score.
3. For the whole site, open Google Search Console, then **Experience, Core Web Vitals**.

PASS IF

LCP is 2.5 seconds or less, INP is 200 milliseconds or less and CLS is 0.1 or less, for at least 75% of visits (Google's own thresholds). A green 90+ lab score alone is not a pass.

IF IT FAILS, START HERE

- Fix the worst template first (often service pages or blog posts), not page by page.
- If there is no field data yet, use the lab numbers as a guide and re-test monthly.

My result: ☐ Pass (2) ☐ Partly (1) ☐ Fail (0)

CHECK 02

About 5 min

Make the hero (above-the-fold) element load first

WHY IT MATTERS

On 76% of mobile pages the Largest Contentful Paint element is an image, usually the hero, and only 62% of mobile pages achieve a good LCP. That makes it the Core Web Vital that fails most often (Web Almanac 2025).

HOW TO TEST IT

1. In PageSpeed Insights, open the diagnostic **Largest Contentful Paint element** to see exactly which element it is.
2. Right-click the hero image, open it in a new tab and check its file size and format.

PASS IF

The hero image is WebP or AVIF, under about 200 KB, sized for the screen, never lazy-loaded, and marked **fetchpriority="high"**. There are no auto-playing sliders or full-screen videos on mobile.

IF IT FAILS, START HERE

- Replace a rotating slider with one strong image and one headline.
- Use a poster image for hero video and load the video only on larger screens.

My result: ☐ Pass (2) ☐ Partly (1) ☐ Fail (0)

CHECK 03

About 15 min

Put every third-party script on a leash

WHY IT MATTERS

Chat widgets, heatmaps, pixels, review badges and old tracking tags each add weight and block the main thread. They are the most common reason a well-built site slows down over time.

HOW TO TEST IT

1. In PageSpeed Insights, check **Reduce the impact of third-party code** and **Reduce JavaScript execution time**.
2. List every tag in Google Tag Manager or your theme settings and write down who uses it and why.

PASS IF

Every script has an owner and a purpose. Nothing unused is still loading. Non-essential tools (chat, heatmaps, social embeds) load after the page is usable or on interaction.

IF IT FAILS, START HERE

- Remove tags for tools you no longer pay for.
- Delay chat widgets until scroll or click, and load heatmap tools on a sample of visits.

My result: ☐ Pass (2) ☐ Partly (1) ☐ Fail (0)

CHECK 04

About 10 min

Check the server answers quickly, everywhere you sell

WHY IT MATTERS

Before anything can load, the server has to respond. A slow host or no caching makes every other fix worth less, especially for visitors in another country.

HOW TO TEST IT

1. In PageSpeed Insights field data, read **Time to First Byte (TTFB)**.
2. Run a free test at www.webpagetest.org from a location where your customers are (for example London, New York or Sydney).

PASS IF

TTFB is about 0.8 seconds or less (web.dev's guide for a good TTFB). Pages are cached, and images and files are served through a CDN.

IF IT FAILS, START HERE

- Turn on full-page caching (for example LiteSpeed Cache or WP Rocket on WordPress).
- Use a CDN and a hosting region close to your main market.

My result: ☐ Pass (2) ☐ Partly (1) ☐ Fail (0)

B

AI READINESS

AI readiness

Can the machines that now answer your customers' questions read your site, and would they choose to quote it? These checks cover what AI crawlers can see and how clearly you describe your business.

CHECK 05

About 5 min

Make sure your words are in the HTML, not only in JavaScript

WHY IT MATTERS

A site can look perfect to a person and appear almost empty to some AI crawlers. Research by Vercel and MERJ found that OpenAI's GPTBot, Anthropic's ClaudeBot and PerplexityBot do not render JavaScript. If your content only appears after scripts run, those tools may not see it.

HOW TO TEST IT

1. Open a key page, press **Ctrl+U** (Cmd+Option+U on Mac) to view the source, and search for a sentence from your service description, a price or an FAQ answer.
2. Or turn JavaScript off in Chrome (Settings, Privacy and security, Site settings) and reload the page.

PASS IF

Headings, service descriptions, prices, FAQs, contact details and internal links are all in the raw HTML. Tabs and accordions keep their text in the page source.

IF IT FAILS, START HERE

- Use server-side rendering or static generation for important pages.
- Never load core copy from a script, an iframe or an image of text.

My result: ☐ Pass (2) ☐ Partly (1) ☐ Fail (0)

CHECK 06

About 5 min

Decide which AI crawlers may visit, on purpose

WHY IT MATTERS

AI search tools can only quote what they are allowed to fetch. Many sites block them by accident, through an old robots.txt rule or a CDN or firewall setting, and some CDNs now offer one-click AI bot blocking.

HOW TO TEST IT

1. Open `yourdomain.com/robots.txt` and look for GPTBot, OAI-SearchBot, ChatGPT-User, ClaudeBot, PerplexityBot and Google-Extended.
2. Check your CDN or security plugin (for example Cloudflare's bot settings) for AI crawler blocking.

PASS IF

Every rule is a deliberate business decision. If you want to be recommended in ChatGPT search and Perplexity, OAI-SearchBot and PerplexityBot are allowed. Your XML sitemap is listed in robots.txt.

IF IT FAILS, START HERE

- Note: blocking Google-Extended does not remove you from Google Search; it controls use in Google's AI models. Blocking Googlebot does.
- Re-check after every hosting, CDN or security change.

My result: ☐ Pass (2) ☐ Partly (1) ☐ Fail (0)

CHECK 07

About 10 min

Describe your business with structured data

WHY IT MATTERS

Structured data (schema markup) tells search engines and AI systems, in plain machine-readable facts, who you are, what you offer, where you work and how to contact you.

HOW TO TEST IT

1. Test your homepage and one service page in [Google's Rich Results Test](#) and in [the Schema Markup Validator](#).

PASS IF

There are no errors. The homepage has Organization or LocalBusiness markup with name, logo, URL, contact details and sameAs links to your official profiles. Service pages describe the service. Every marked-up fact (FAQs, reviews, prices) is also visible on the page.

IF IT FAILS, START HERE

- Never mark up content visitors cannot see, or reviews you wrote about yourself.
- Keep one consistent business name, address and phone number everywhere.

My result: ☐ Pass (2) ☐ Partly (1) ☐ Fail (0)

CHECK 08

About 15 min

Give AI an answer it would choose to quote

WHY IT MATTERS

AI tools prefer pages that answer a question directly, back it with specifics and show who stands behind it. Vague marketing copy is rarely quoted.

HOW TO TEST IT

1. Ask ChatGPT, Gemini and Perplexity: *What does [your business] do?* and *Who are the best [your service] providers in [your city]?* Note whether you appear and whether the facts are right.
2. Read the first paragraph of each key page. Does it answer the main question in two or three sentences?

PASS IF

Each key page opens with a clear, answer-first summary. Claims carry numbers, dates or examples. Pages show an author or team and a last-updated date. AI tools describe your business accurately.

IF IT FAILS, START HERE

- Add a short FAQ to each service page, using the questions customers actually ask.
- Keep your Google Business Profile, LinkedIn and directory listings consistent with your website.

My result: ☐ Pass (2) ☐ Partly (1) ☐ Fail (0)

C

CONVERSION

Conversion

When the right person arrives, does your website make it easy to say yes, and can you prove it is working? These checks cover clarity, contact routes, proof and lead tracking.

CHECK 09

About 5 min

Pass the five-second test

WHY IT MATTERS

Visitors decide within seconds whether they are in the right place. If the first screen does not explain what you do, they leave before reading anything else.

HOW TO TEST IT

1. Show your homepage on a laptop to someone who does not know your business, for five seconds.
2. Close the laptop and ask: What does this company do? Who is it for? What would you click next?

PASS IF

They answer all three questions correctly without hesitation. Repeat with your top service page.

IF IT FAILS, START HERE

- Lead with the outcome you deliver, not a slogan.
- Name the audience and the location if you sell locally.

My result: ☐ Pass (2) ☐ Partly (1) ☐ Fail (0)

CHECK 10

About 10 min

Make the next step obvious, and make sure it works

WHY IT MATTERS

Every extra click, unclear button or broken link on mobile costs enquiries. Many businesses have never tested their own contact routes on a phone.

HOW TO TEST IT

1. On your phone, open each key page and find the main call to action without scrolling.
2. Tap the phone number, email link and WhatsApp button. Submit your own form and time how long the confirmation and the reply take.

PASS IF

There is one clear primary call to action in the first screen of each key page. Phone, email and WhatsApp links open the right app. The form asks only for what you need, shows a confirmation, and a person replies within one working day.

IF IT FAILS, START HERE

- Label buttons with the outcome, such as *Get my free quote*, not *Submit*.
- Send form notifications to a shared inbox that someone checks every day.

My result: ☐ Pass (2) ☐ Partly (1) ☐ Fail (0)

CHECK 11

About 10 min

Put proof next to the decision

WHY IT MATTERS

People buy when they believe you can deliver. Proof works best where the decision happens: next to the call to action, not buried on an About page.

HOW TO TEST IT

1. On each service page, scroll to the main call to action and look for evidence within one screen of it.

PASS IF

Each service page shows at least one specific, verifiable proof point: a case study with a measurable result, named client reviews, client logos, accreditations or awards, and real photos of your team.

IF IT FAILS, START HERE

- Turn one recent project into a short before-and-after case study with numbers.
- Add a price guide or a *from* price so buyers can qualify themselves.

My result: ☐ Pass (2) ☐ Partly (1) ☐ Fail (0)

CHECK 12

About 15 min

Prove the website is producing leads

WHY IT MATTERS

A business can go months without knowing whether its website produced a single lead. Without tracking, you cannot tell a slow month from a broken form, or a good channel from a bad one.

HOW TO TEST IT

1. In Google Analytics 4, open **Admin, Events** and check that form submissions, phone clicks, email clicks, WhatsApp clicks and booking clicks are marked as **key events**.
2. Submit a test form and click each contact link, then confirm they appear in **Reports, Realtime**.
3. Check that your own team's visits are filtered out (Admin, Data filters).

PASS IF

You can answer, in under a minute: *How many genuine leads did the website produce last month, and from which channel?* You also separate real enquiries from spam and sales pitches.

IF IT FAILS, START HERE

- Track every contact route, not just the form.
- Review leads by channel every month, and compare them with the enquiries your team actually received.

My result: ☐ Pass (2) ☐ Partly (1) ☐ Fail (0)

Your scorecard

Score each check: **Pass = 2, Partly = 1, Fail = 0**. The maximum score is 24.

#	Check	Homepage	Key page	Score
01	Pass Core Web Vitals on mobile, with real visitors			
02	Make the hero (above-the-fold) element load first			
03	Put every third-party script on a leash			
04	Check the server answers quickly, everywhere you sell			
05	Make sure your words are in the HTML, not only in JavaScript			
06	Decide which AI crawlers may visit, on purpose			
07	Describe your business with structured data			
08	Give AI an answer it would choose to quote			
09	Pass the five-second test			
10	Make the next step obvious, and make sure it works			
11	Put proof next to the decision			
12	Prove the website is producing leads			
	Total (out of 24 per page)			

What your score means

20–24	Ready for 2027 Your foundations are strong. Re-test every quarter and after any redesign, plugin or hosting change.
13–19	Needs work Visitors and AI tools are getting through, but small frictions are costing you enquiries. Fix every Fail first.
0–12	At risk The website is probably losing leads you never see. Start with Check 12, then Checks 1, 5 and 10.

Where to focus first

- Measure before you change anything (Check 12).** If you cannot see your leads, you cannot tell whether a fix worked.
- Fix anything that stops a visitor contacting you (Check 10).** A broken form or phone link costs leads today.
- Fix what is invisible to machines (Checks 5 and 6).** These are often quick wins with a large effect on AI visibility.
- Then improve speed (Checks 1 to 4),** starting with the hero element and third-party scripts.
- Finally, strengthen clarity, proof and answers (Checks 7, 8, 9 and 11)** as an ongoing habit, page by page.

Want a second opinion on your results?

Send us your scorecard, or just your website address, and our team will review the checks that matter most for your business and tell you honestly what to fix first. There is no obligation.

FREE WEBSITE REVIEW

Talk to the team behind this checklist

Email contact@proxdigitalagency.co.uk • Call +44 204 5257 801 • [WhatsApp us](#)
Or book online at proxdigitalagency.co.uk/contact-us

How Prox can help with each area

Area	Where we help
Speed	Web development , technical SEO and Core Web Vitals fixes
AI readiness	Generative engine optimisation (GEO) , AI visibility audits and technical GEO and entity optimisation
Conversion	Conversion-focused web design , SEO and digital marketing with full lead tracking

Sources and further reading

- HTTP Archive, Web Almanac 2025, Performance chapter (share of mobile sites passing Core Web Vitals; LCP pass rates). almanac.httparchive.org/en/2025/performance
- Google, web.dev: Core Web Vitals thresholds (LCP, INP, CLS). web.dev/articles/vitals
- Google, web.dev: Time to First Byte (TTFB). web.dev/articles/ttfb
- Vercel and MERJ: The rise of the AI crawler (AI crawlers and JavaScript rendering). vercel.com/blog/the-rise-of-the-ai-crawler
- Google Search Central: Google's common crawlers, including Google-Extended. developers.google.com/search/docs/crawling-indexing/google-common-crawlers
- OpenAI: Overview of OpenAI crawlers (GPTBot, OAI-SearchBot, ChatGPT-User). developers.openai.com/api/docs/bots
- Google Search Central: Introduction to structured data. developers.google.com/search/docs/appearance/structured-data/intro-structured-data
- Google Analytics Help: Mark events as key events. support.google.com/analytics/answer/13128484

About Prox Digital Agency. Prox Digital Agency is a global digital growth partner serving clients across the UK, USA, Australia and Dubai. Its services include SEO, GEO, web design and development, digital marketing, creative branding, digital transformation, MVP and product design, and app design and development. Our philosophy: growth for people, not people for growth.

This checklist is general guidance, correct as of October 2026. Tools, thresholds and AI crawler behaviour change; check the sources above for the latest details. You are free to share this PDF unchanged with credit to Prox Digital Agency.