Brandella Journal

Site Speed Wins checklist

Project: _____ Date: _____

- [ ] Set today's date and weekly capacity on the Settings tab
- [ ] Listed every main template on mobile and desktop with monthly visits
- [ ] Marked which templates earn revenue or leads
- [ ] Added p75 field data for LCP, INP, CLS and TTFB from PageSpeed Insights or Search Console
- [ ] Marked templates that have lab data only
- [ ] Recorded the LCP element and checked it is in the initial HTML and not lazy loaded
- [ ] Added the four LCP parts and read the Biggest LCP gap for each template
- [ ] Checked render blocking CSS and JavaScript in the head
- [ ] Audited tag manager and third party scripts for INP
- [ ] Checked images, ads and embeds have reserved space for CLS
- [ ] Checked the main content and links are in the initial HTML for crawlers that do not run JavaScript
- [ ] Logged fixes from the Fix Library with effort and confidence
- [ ] Put P1 quick wins on the Sprint Plan with acceptance criteria
- [ ] Filled Shipped on and Before for every released fix
- [ ] Added After values from field data once the 28 day window passed
- [ ] Set a monthly date to refresh field data

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/site-speed-wins/