

12 Development & SEO Requirements to Get 2x or 3x Better Website Performance

Development Requirements:

1. Enable CDN
2. Auto Minify Web Files
3. Enable Railgun
4. Optimize images with Kraken
5. Resize images to fit their container
6. Optimize your CSS
7. Decrease plugins to <10 (if using WordPress)

SEO Requirements:

8. Dedicated IP
9. Supports canonical tag “rule sets” on all pages, specifically around sort, pagination and faceting
10. Mobile Viewport features
11. Allows JS & CSS to be indexed

Most Important:

12. DO NOT USE A WEBSITE BUILDER

Overview

The hardest setting is to support canonical tag *“rule sets”* the others are simple to do like enabling CDN, railgun, and minifying web files are just one click away.

[Optimizing images and resizing](#) them takes a little more manual work but it’s definitely worth it and you’ll be able to see the great results you get. [Optimizing your CSS](#) can be done by finding minifying tools online. Shouldn’t be too hard.

Most websites naturally have mobile [viewport features](#), but I have noticed that for some website builders you have to customize the mobile view manually. Nor do they block JS & CSS, but still check to be safe.

Talk to your hosting company and tell them to move you to a [dedicated IP](#), if you aren’t already. It might be a big deal depending on how the company is set up.

So, it’s still quite a bit of work using a custom built site but the advantage is that you have way more control and a clean, not-bloated website.

