



2027 WEBSITE BENCHMARK CHECKLIST

Items 1-6: the foundations of a useful, modern website.

Mark one response for every item

01 CLEAR PURPOSE

A new visitor understands the site's purpose and next step within five seconds.

☐

TRUE

☐

FALSE

☐

NOT SURE

02 FAST AND STABLE

Real-user Core Web Vitals meet the current 'good' thresholds.

☐

TRUE

☐

FALSE

☐

NOT SURE

03 ACCESSIBLE

Primary journeys meet WCAG 2.2 AA and work with a keyboard.

☐

TRUE

☐

FALSE

☐

NOT SURE

04 MOBILE-FRIENDLY

The main task is comfortable to complete on a small phone.

☐

TRUE

☐

FALSE

☐

NOT SURE

05 USEFUL CONTENT

Important content is original, accurate, owned, and recently reviewed.

☐

TRUE

☐

FALSE

☐

NOT SURE

06 SEARCH-READY

Search engines can crawl and understand the correct pages.

☐

TRUE

☐

FALSE

☐

NOT SURE



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Items 7-12: trust, durability, and long-term ownership.

Mark one response for every item

07 TRUSTWORTHY

Contact details, policies, people, and proof are easy to verify.

☐

TRUE

☐

FALSE

☐

NOT SURE

08 PRIVACY-CONSCIOUS

Data collection is minimal, documented, and clearly explained.

☐

TRUE

☐

FALSE

☐

NOT SURE

09 SECURE

Software, accounts, forms, and backups follow a security routine.

☐

TRUE

☐

FALSE

☐

NOT SURE

10 RESILIENT

Important tasks still have a path forward when something fails.

☐

TRUE

☐

FALSE

☐

NOT SURE

11 MEASURABLE

Measurement reflects meaningful outcomes rather than vanity metrics.

☐

TRUE

☐

FALSE

☐

NOT SURE

12 MAINTAINABLE

Website responsibilities have named owners and a schedule.

☐

TRUE

☐

FALSE

☐

NOT SURE



SCORE YOUR WEBSITE

Give yourself one point for every TRUE response. FALSE and NOT SURE receive zero points.

TOTAL TRUE RESPONSES

_____ / 12

10-12 POINTS

STRONG FOUNDATION

Your website is meeting the modern baseline. Keep monitoring performance, testing important journeys, and reviewing content so today's strengths do not become tomorrow's gaps.

7-9 POINTS

FUNCTIONAL, WITH GAPS

The site is doing many things well, but several weaknesses may be costing trust or conversions. Review every FALSE and NOT SURE response, then prioritize accessibility, security, and the primary visitor task.

0-6 POINTS

PRIORITIZE THE FUNDAMENTALS

Pause new features and surface-level redesign work. Build a focused improvement plan around clarity, accessibility, performance, security, and accurate content before adding more complexity.

NEXT ACTION