

# WP CreatorCon by Bluehost

## Five Biggest Website Mistakes



Hello everyone. I am so happy to be presenting this information to you today at the WP CreatorCon by Bluehost. I am going to talk about the Five Biggest Website Mistakes that we see in websites.



hello!

I AM

Carol  
Stambaugh

I am here because I love WordPress,  
technology solutions and teaching.

You can find me at:  
[Carol@radiatewp.com](mailto:Carol@radiatewp.com)

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My name is Carol Stambaugh and I have been working with WordPress for over 12 years. I run a small digital agency that works exclusively with WordPress websites.



# Resource Page

This “digital handout” contains:

- Links to all of the resources mentioned
- Slide deck
- Link to a free simple website audit

<https://radiatewp.com/five-biggest-website-mistakes/>

Seville, España - Photo by Kaeden Frailey

As a companion to this presentation, I have created a resource page designed to serve as a “digital handout” for this presentation. This resource page contains links to all of the resources that I will mention in this presentation as well as these slides. You do not need to worry about remembering all of the links that I mention because they are all listed in this resource page.

## RadiateWP and Site Audits

- ⦿ We conduct site audits as a part of our service to clients.
- ⦿ Since our inception, we have worked with over 250 websites, each receiving a website audit.
- ⦿ We love WordPress we dig site audits.



As I mentioned, I run a digital agency that works exclusively with WordPress websites where we offer site audits as a part of our service to clients. Since we started, we have worked with over 250 websites, and each of these websites has received a thorough website audit. We have a special affinity for WordPress and have made site audits central to our work with our clients as we help them improve their websites.

Question – How do we know what the biggest website mistakes are?

**Answer - WE DO A LOT OF WEBSITE AUDITS!**

Since 2020...

168

Website Audits

2561

Recommendations

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In 2020, we began collecting data from these websites and to date, we have tracked 168 audits. Within these audits, we have made 2,561 recommendations to our clients for improvements. This data has allowed us to see the top mistakes that people make when it comes to their website.

# What is a Site Audit?

- ⦿ UX (User Experience)
- ⦿ Accessibility
- ⦿ Performance and Security
- ⦿ Content form and copy
- ⦿ Legal
- ⦿ Conversion Optimization
- ⦿ SEO/Online Visibility
- ⦿ Technical WP Assessment



So what is a site audit? A site audit is a comprehensive evaluation of a website. It includes an assessment of each of the areas listed here on this slide. During today's presentation, we are going to talk about accessibility, performance, legal, and SEO.

A close-up photograph of a person's hands interacting with a laptop. The laptop is equipped with a Braille keyboard and a trackball mouse, indicating it is designed for accessibility. The person's right hand is on the trackball, and their left hand is on the Braille keyboard. The word "SENSE" is visible on the laptop's surface. A blue rectangular box with the word "Accessibility" in white text is overlaid on the image. Below the box, the text "Why is this important?" is written in white. In the bottom right corner of the image, there is a small white number "7".

# Accessibility

Why is this important?

Photo by [Sigmund](#) on [Unsplash](#)

So let's start with website accessibility. Website accessibility is incredibly important because it ensures that everyone, regardless of their abilities or disabilities, can use and access your website. This includes people who are blind, deaf, or have mobility impairments.

Website accessibility is not just important for people with permanent disabilities, but it is also beneficial for those who are temporarily disabled or who may have certain situations that require it. For example, someone who has a broken arm may have difficulty using a mouse and may rely on keyboard navigation to access a website. Another common situation is someone viewing a web page in bright sunlight and may have difficulty reading small text. An accessible website with high contrast colors and larger font sizes can make the content more readable. Additionally, having an accessible website is not just a matter of inclusivity and diversity, but it can help you avoid legal issues and negative publicity.



In short, accessible sites are better for everyone!

## Mistake #1

# Alt Text Images

Only 15.53% of the websites we reviewed got this right (and this number is going down)

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The first mistake is in the area of accessibility.

Alt text, also known as "alternative text," is a way to describe the content of an image on a website. It is important because it allows people who are blind or have low vision to understand what is depicted in the image because it is read by the screen reader. However, our review of websites found that only 15.53% of them correctly used alt text for their images. It is crucial for website owners to ensure that all images on their site have properly formatted alt text to provide an accessible and inclusive user experience.


## The fix

- Add alt text for each image as if you are describing it to someone who cannot see the image
- No keyword stuffing
- Describe image accurately, use keywords only IF APPROPRIATE
- Limit to less than 16 words

To fix the issue of missing or improperly formatted alt text, it is important to add alt text for each image as if you were describing it to someone who cannot see the image. This means that you should accurately describe the content of the image. In the past, you may have been told to use your SEO keyword in the alt text to improve your SEO. You can add a keyword in this description, but only do this if it makes sense for the image. It is more important to describe the image properly than to have a keyword included. In general, it is best to keep the alt text brief, with a limit of less than 16 words.

# ALT TEXT

Attachment details



Picture of a RadiateWP website audit report on a desk with a computer, cell phone, and notepad.

Alternative Text: Picture of a RadiateWP website audit report on a desk with a [Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title: Audit-report-on-desk-cropped-1

Caption:

Description:

File URL: <http://radiatewp.com/wp-content/up>

[Copy URL to clipboard](#)

[Edit Image](#)

This image shows the alt text for an image that is currently in use on our website. So in this example, the alt text reads, “Picture of a RadiateWP website audit report on a desk with a computer, cell phone, and notepad.” For this image, I was able to add the keyword which is “website audit”. However, if it had not make sense, I would have happily left out the keyword.

## Mistake #2

# Color Contrast

Only 58% of the websites we reviewed had adequate color contrast.

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Mistake #2 is the failure to ensure proper color contrast so that text is easily readable by all users.

# Color Contrast Ratios

- ◎ Large Text (18 px or higher) - 3:1
- ◎ Regular Text (below 18 px) - 4.5:1

When it comes to web design and accessibility, color contrast ratios are an important consideration. The contrast ratio between text and its background should be high enough to ensure that the text is legible and easy to read for all users. For large text (18 pixels or higher), the recommended contrast ratio is 3:1, while for regular text (below 18 pixels), the recommended contrast ratio is 4.5:1. These guidelines help to ensure that text is clear and easy to read.

# Color Contrast Ratios

**Contrast Checker**  
[Home](#) > [Resources](#) > Contrast Checker

**Foreground Color**  
#0000FF  
Lightness

**Background Color**  
#FFFFFF  
Lightness

Contrast Ratio  
**8.59:1**  
[permalink](#)

**Normal Text**  
WCAG AA: **Pass**  
WCAG AAA: **Pass**  
The five boxing wizards jump quickly.

**Large Text**  
WCAG AA: **Pass**  
WCAG AAA: **Pass**  
The five boxing wizards jump quickly.

<https://webaim.org/resources/contrastchecker/>

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There are several resources available to help website owners check the color contrast of their website. Some options include:

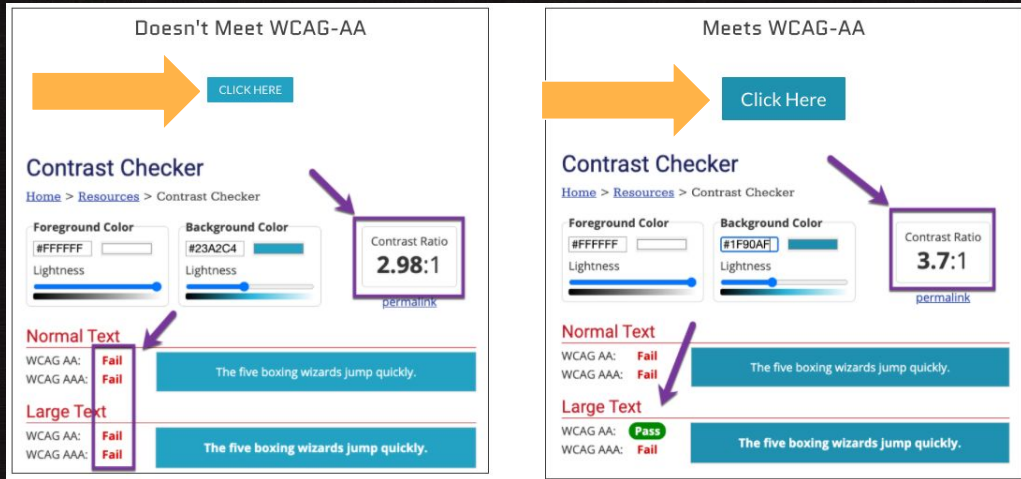
**The WebAIM Color Contrast Checker:** This online tool allows you to enter the hex code for the text and background colors of your website and determines whether the contrast ratio meets the recommended guidelines.

**Accessibility Insights for Web:** This browser extension for Chrome and Edge provides a color contrast checker as well as other accessibility tools, such as a screen reader simulator and an HTML code checker.

**Totally Bookmarklet:** This is an accessibility visualization toolkit that helps website developers and designers identify and fix accessibility issues on their website. This tool goes beyond just a color contrast checker to include a screen reader simulator, and an HTML code checker, to help ensure that websites are accessible to all users.

The links for these resources can be found on the resource page. The screenshot you see here is an example of the webaim tool in action. You can see that the colors shown have a dark, bright blue text with a white background. This has a great contrast ratio of 8.59:1.

# A Tale of Two Buttons



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Our agency has recently updated our website with an emphasis on accessibility. This screenshot shows the before and after story of our buttons on the site. As you can see, the button on the left is smaller, and the background color of the button is a little lighter. This button did not meet accessibility guidelines. As a result, we changed our button to be larger, with a larger font and we used a slightly darker color for the background. These changes improved the contrast ratio from 2.98:1 to 3.7:1.

## Common Accessibility issues:

- ⦿ Alt Text
- ⦿ Color Contrast
- ⦿ Tab Navigation
- ⦿ Content Hierarchy

So we have talked about Alt Text and Color Contrast. There are two other common accessibility issues that I want to mention and they are tab navigation and content hierarchy.

Tab navigation is when you ensure that a website is navigable using only the keyboard, not the mouse. Users should be able to easily move between different elements on the page using the tab key.

Content hierarchy refers to the structure and organization of a website's content. When the website's content uses numbered bullets and headings it makes the website more accessible to users who rely on a screen reader.

## Accessibility Resources

- ① <https://a11yproject.com/>
- ① <https://blog.usablenet.com>
- ① <https://webaim.org/>
- ① <https://khan.github.io/tota11y/>

*\*Resources for accessibility issues  
can be found on the resource page.*

The links shown here are included with other accessibility resources on the resource page.

Mistake #3

# Legal Requirements

The average score for the Legal section of our websites is 41 out of a possible score of 100.

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Mistake #3 is in the area of Legal requirements. The sites we reviewed had an average score of 41 out of a possible 100.



# Legal

Privacy is driving the web!

Photo by [Bill Oxford](#) on [Unsplash](#)

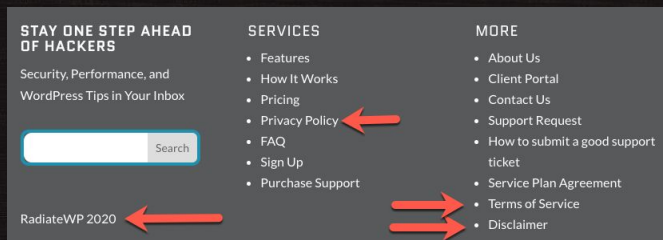
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As a website owner, it is extremely important for you to be aware of the various legal requirements that may apply to your website. These requirements can vary depending on the location of your website and your target audience. We have already talked about accessibility which can have legal implications. In addition, privacy policies are an important aspect of any website, as they outline how the website collects, uses, and protects the personal information of its users.

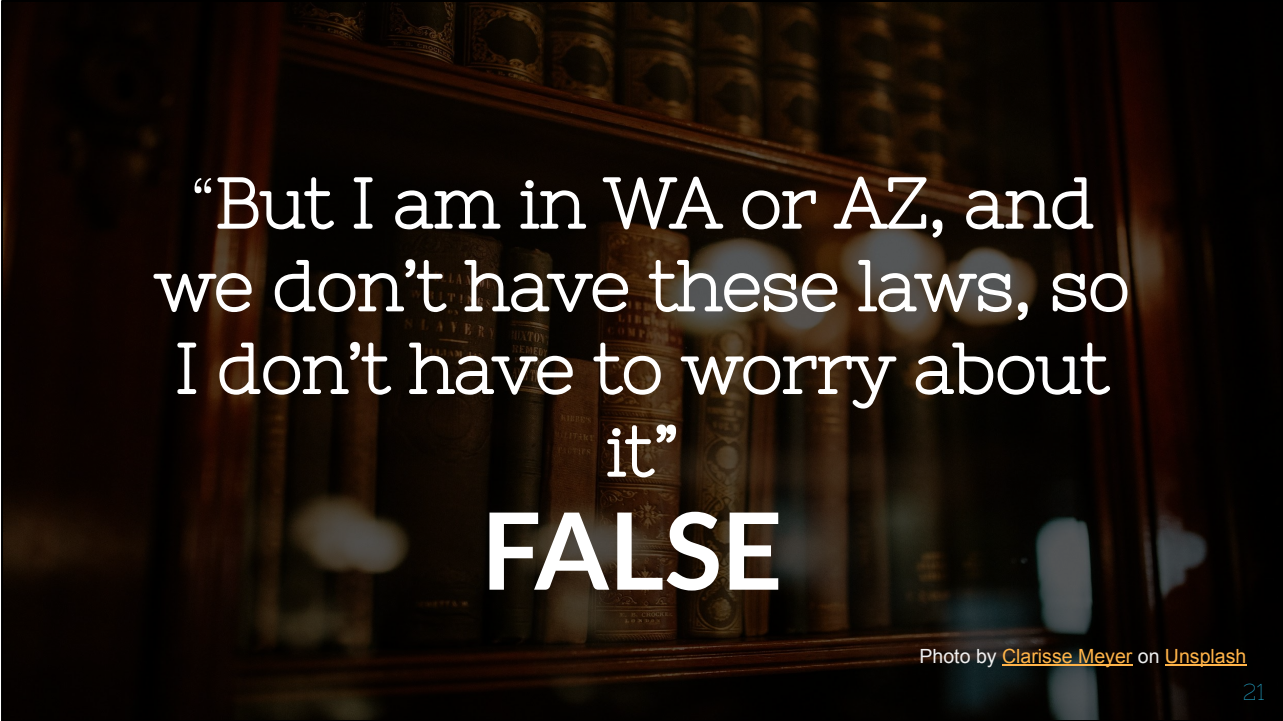
# Four Legal Audit Points

The average score for this section was 41.28/100.

- ⦿ Privacy Policy
- ⦿ Terms of Service
- ⦿ Disclaimer
- ⦿ Website Copyright in Footer



When we look at the legal section on our website audits, we check for the appropriate legal policies which include a privacy policy, Terms of Service, and Disclaimer. We also look to make sure of the correct website copyright in the footer.



“But I am in WA or AZ, and  
we don’t have these laws, so  
I don’t have to worry about  
it”  
**FALSE**

Photo by [Clarisse Meyer](#) on [Unsplash](#)

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A lot of people ask this question... Even if the state you reside in does not have an internet privacy law, it is still important that you have a privacy policy because your website may be accessed by users from other states or countries that do have privacy laws, and you may be required to comply with those laws. An additional benefit of having a privacy policy is that it can help you build trust with your users and show that you are committed to protecting their personal information.

## The fix – Some Options

1. **Internet Privacy Attorney** – Very expensive and quickly becomes out of date
2. **Termageddon – DIY [Termageddon](#)** is the longest-running Privacy Policy generator listed as a vendor by the International Association of Privacy Professionals.
3. **Other online Privacy Policy Generators** – There are a number of other resources available online. [Here is a post](#) with 5 recommendations from Neil Patel.

*\*Links to these legal resources can be found on the resource page.*

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So how and where can I find a policy statement for my website? There are several options:

1. One option is to hire an internet privacy attorney, who can help you create a custom privacy policy for your website. However, this can be very expensive and the policy may quickly become out of date as laws and regulations change.
2. Another option is to use a DIY privacy policy generator, such as Termageddon. This is the one that we use and are most familiar with. With Termageddon, the service not only provides a way to generate the statement, but it also monitors all laws that are being passed and it updates your privacy policy based on these changes. This is a paid service, but the monitoring service is included with the fee.
3. There are other online privacy generators available, some of them are free and some are paid services. It is important to remember that laws are continually changing and new laws are being passed so a policy that is up to date now, may quickly go out of date. I would advise using a service that has ongoing legal monitoring such as Termageddon. This blog post by Neil Patel lists 5 additional policy generators to consider.

Mistake #4

# Page Speed

Only 15.7% of websites audited passed the Google page speed test.

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Mistake #4 is Page Speed. Only 15.7% of the site we reviewed passed the Google Page Speed test.



# Website Performance

Getting your website to perform

Photo by [Tim Carey](#) on [Unsplash](#)

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Website page speed is important because it can affect the user experience of your website. If a website takes too long to load, users may become frustrated and may leave the website before they have a chance to engage with the content. In addition, page speed is a ranking factor for search engines, so a faster website may have an advantage in search results over slower competitors. Page speed is also a VERY complex art. There are multiple factors that contribute to a sites page speed so it is important to know that there is not one magic pill that solves everything.

## Quick Page Speed Tips

1. Work with your hosting provider
2. Plugins like WP Rocket and Jetpack Boost
3. Limit Image Size - Resize & Compress
4. Image plugins like Smush-it, EWWW Image Optimizer or Cloudinary
5. Limit Embeds
6. Cloudflare

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There are several quick tips that you can follow to improve the page speed of your website. One option is to work with your hosting provider to optimize your website's performance. Your hosting provider is your partner and can be a tremendous help for you when it comes to something as complex as page speed. For example, Bluehost offers a great simple caching solution that you can access through your settings.

If you do not want to use the Blue host caching feature, there are plugins, such as WP Rocket and Jetpack Boost, that can help to improve page speed. Another tip is to limit the size of images on your website by resizing and compressing them. There are image optimization plugins, such as Smush-it, EWWW Image Optimizer, and Cloudinary, that can help to reduce the size of images without sacrificing quality. You should also limit the number of embeds on your website, as they can slow down the page load time. Finally, you can consider using a service like Cloudflare, which can help to improve the performance and security of your website.

Links to all of these resources can be found on the resource page.

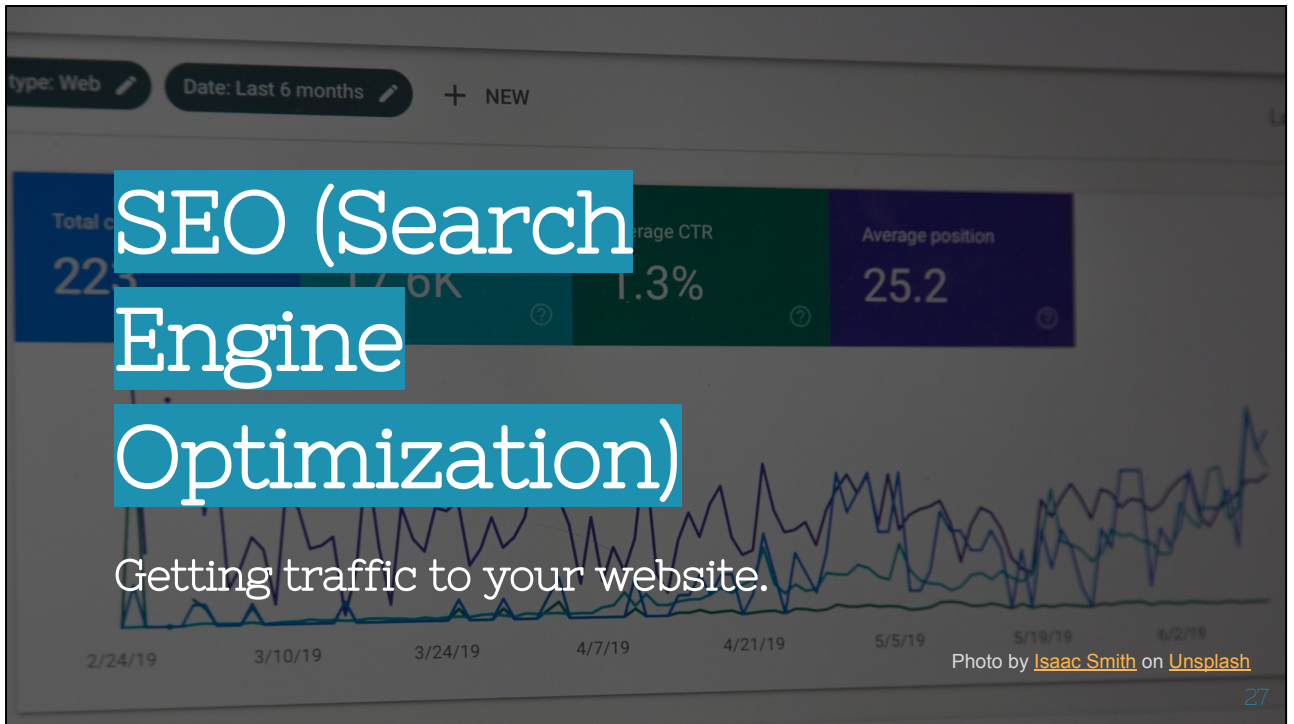
Mistake #5

# Missed **SEO Opportunities**

61.14/100 is the average score for SEO

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Mistake #5 - Missed SEO Opportunities - 61 out of 100 was the average score for the area of SEO.



SEO stands for Search Engine Optimization and it is the art and science of optimizing your website to rank higher in search so that you can increase the traffic to your site.

## Quick Tips for SEO

- ◎ Choose a Keyword and **use it wisely**
- ◎ Add keywords, **if appropriate** to:
  - Keyword in Image Alt Attribute
  - Keyword in Title
  - Keyword in Meta-description

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Here are a couple of quick SEO tips to consider when optimizing your website:

Identify a relevant keyword or phrase that you want to target with your website and use it wisely.

By adding this keyword to the alt text, title and Meta-description, it adds value to the content, But it is important that the keyword is used appropriately with the content.

# Core Web Vitals

- ① Largest Contentful Paint (LCP)
- ② First Input Delay (FID)
- ③ Cumulative Layout Shift (CLS)

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Core web vitals is a very important part of Google's SEO rankings. I don't have time to go into great detail about these 3 metrics, however, you can find more information and links to resources on the resource page. The important thing about these metrics is they have an enormous impact on the user experience on your website.

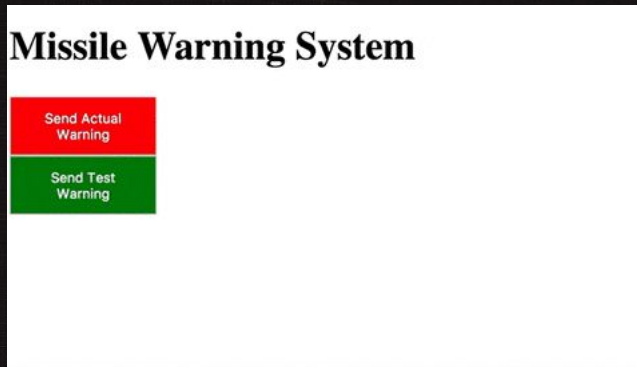
Largest Contentful Paint (LCP) is a metric that measures the amount of time it takes for the largest element on a website's page to load.

First Input Delay (FID) is a metric that measures the amount of time it takes for a website to respond to a user's interaction, such as clicking a button or filling out a form.

Cumulative Layout Shift (CLS) is a metric that measures the stability of a website's layout as it loads. It measures the amount of unexpected movement of content on a page, such as when an image or text block shifts position as it loads.

# Core Web Vitals

## An example of Content Layout Shift



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This is one of my favorite examples of Content Layout Shift. I think all of us have gone to a website and it takes forever for everything to load and as things load, the content moves.

## SEO Resources

- © <https://yoast.com>
- © <https://yoast.com/wordpress/plugins/seo/>
- © <https://neilpatel.com/>
- © [UberSuggest](#)
- © [Core Web Vitals](#)

*\*Additional SEO Resources and links can be found on the resource page.*

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There are so many different resources out there for SEO. I'm going to list some of my favorites here. Yoast.com is a treasure trove of information when it comes to SEO. I highly recommend that you take a look at their free or paid plugin. We are paid subscribers of the Yoast SEO Premium plugin and we recommend it to our clients. Neil Patel has some valuable information on his site and his tool called UberSuggest is very helpful. All of these links are available on the resource page.

## Bonus Information

# Website Conversions

Getting to take a specific action on your website that leads to your long-term goal.

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So we have gone through the 5 biggest mistake, but I want to give you just a bit of bonus information about Website Conversions. A successful conversion is when you get a user to take a specific action on your site that leads to your long-term goal.

# Conversion Optimization

**80% had a Primary CTA**

- © Primary CTA (Call to action) - When someone lands on your page, is it clear what you want them to do?

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So what do our audits have to say about Conversion Optimization? We looked at the number of sites that had a primary call to action and 80% indeed had a primary CTA. This is a great score, but there is an additional question to ask. Is your primary CTA consistent with with your larger website goals. Does your website have a call to action on the top of the home page to learn more and it leads to your solutions page, but your real goal is to schedule consultations? A successful website has a comprehensive strategy that looks at each page, the purpose of the page and corresponding calls to action and content that eases the user toward your final goal.



# Conversion Optimization

Is the primary CTA on the page consistent with the page goals or the website goals?

Seville, España - Photo by Kaeden Frailey <sup>34</sup>

Having this clear and well-thought-out website strategy is important for improving conversions on your site. Having well-defined website goals and objectives guides the design, content, and functionality of the site to support those goals and help users move along the path to a conversion.

# Know/Like/Trust/Convert

- ◎ Know Pages
  - Our Services or Our Products
- ◎ Like Pages
  - About Us - Staff or team pages
- ◎ Trust Pages
  - Testimonials or Case Studies

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We like to look at websites through the lens of the “Know/Like/Trust/Convert” methodology. Your user needs to first learn (or know) about you and what you do. Then they need to read about you and like you as a solution, product or a service. But knowing and liking is not enough, you need to earn their trust with testimonials or case studies. Once they trust you, then you have a much better chance of getting the conversion. Understanding and designing each of these pages with those goals in mind can help increase your website conversion rate.

The know pages will be your service or product pages. The Like pages will likely be the about us, about our team or about our mission/philosophy. The trust pages will include testimonials and case studies.

# Trust Factors and Testimonials



Picked as 2021 PC Magazine  
Editors' Choice for Web Hosting.



Bluehost is one of the top  
recommended WordPress  
providers by WordPress.org

<https://www.bluehost.com/>

The Bluehost website has a great example of a trust factor on their home page. Trust factors and testimonials cannot be underestimated when it comes to conversions.

# Recap

- ◎ Alt Text
- ◎ Color Contrast
- ◎ Legal Requirements
- ◎ Page Speed
- ◎ SEO
- ◎ Conversion Optimization

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To recap what we have covered... We talked about the importance of alt text for all of your images and how important it is to provide helpful text that accurately describes the image so that a screen reader can describe the image to those who are visually impaired. We talked about how color contrast can impact the readability of websites and can even help in situations such as viewing a website on a phone outside in bright sunlight. These two accessibility tips are important to make your website accessible to everyone.

We discussed the importance of legal requirements, specifically having the right privacy policies in place that protect a user's personal information. We talked about how complex page speed issues are and how there is not a one-size fits all solution that will magically speed up your website. We talked about some tips that when done together can improve your site speed.

We covered some very basic SEO tips including the use of keywords in strategically placed sections of your website. And lastly we talked about conversion optimization and the importance of having well-defined goals and a complete website strategy in place.

# RESOURCES TO TAKE WITH YOU

<https://radiatewp.com/five-biggest-website-mistakes/>

Local Meetups

Local WordCamps

We have talked about a lot of different things in this very short period of time. Remember, all of this information is available to you at the resource page listed here.

A photograph of a small hedgehog sitting on the keyboard of a silver laptop. The laptop screen displays a YouTube video of a person holding a small animal. The background is dark and out of focus.

# Thank You

[Carol@radiatewp.com](mailto:Carol@radiatewp.com)

Slide deck available at  
<https://radiatewp.com/five-biggest-website-mistakes/>

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Thank you for allowing me to share this information with you. Our team works hard to help our clients improve their sites and make their slice of the web better. When more of us can do the same, we are all contributing to a better internet.

And yes, this is my hedgehog. His name is Poe.