

RECOMMENDED BY MONO

WEBSITE TESTING TOOLS

We've put together a few website testing tools that can be useful in preparation for sales conversations with small business clients that already have a business website.

1. GOOGLE PAGE SPEED INSIGHTS

[\(https://developers.google.com/speed/pagespeed/insights/\)](https://developers.google.com/speed/pagespeed/insights/)

This is a great base tool to test the initial performance and speed of the website, and provides concrete suggestions on how to improve the website that you can use as a basis for your sales conversation.

2. MOBILE PAGE SPEED

[\(https://www.thinkwithgoogle.com/feature/testmysite/\)](https://www.thinkwithgoogle.com/feature/testmysite/)

With consumers increasingly turning to their mobile devices, mobile page speed is crucial to driving business. According to a study by Google, 53% of mobile site visitors will leave if a mobile site takes more than 3 seconds to load. Use this test to see how your prospect's website performs!

3. GOOGLE LIGHTHOUSE

[\(https://developers.google.com/web/tools/lighthouse/\)](https://developers.google.com/web/tools/lighthouse/)

Use Google Lighthouse to test for the latest standards in modern website design, including accessibility, SEO, progressive web apps (PWA), overall performance and more.

4. GOOGLE STRUCTURED DATA TESTING TOOL

[\(https://search.google.com/structured-data/testing-tool/\)](https://search.google.com/structured-data/testing-tool/)

Use the Structured Data Testing Tool to see if a website has any content that is marked up with micro data tagging/schema.org mark-up. This test reveals exactly what structured data is marked up on the website, and thereby usable in traditional, local and voice search.

5. GOOGLE RICH RESULTS TEST

[\(https://search.google.com/test/rich-results/\)](https://search.google.com/test/rich-results/)

Similar to the Structured Data Testing Tool, the Rich Results test gives you an indication of whether a website is eligible to provide rich results, for example in search engine result pages (SERPs) and voice search.

6. W3C VALIDATION

[\(https://validator.w3.org/\)](https://validator.w3.org/)

Use this W3C validator to check that the HTML code that the website is built upon leverages up-to-date web standards and ensures the technical quality of all web pages on a site.

7. SEO CHECKER

[\(https://sitechecker.pro/\)](https://sitechecker.pro/)

Is the website missing H-tags? What about alt-texts? Use this SEO checker to evaluate what key SEO fields your SMB clients website is missing and overall see how well the website is optimized for search.