

The 20-point website **checklist.**

The checks we run on every website before launch. Work through them on your current site: each unticked box is a reason a visitor might leave without getting in touch.

01 — FIRST IMPRESSION

- ☐ 01 **Clear in five seconds.** A first-time visitor can tell what you do, who it is for and where you work, without scrolling.
- ☐ 02 **A headline about the outcome.** The main headline describes what customers get, not just your company name or a slogan.
- ☐ 03 **One obvious next step.** Every page ends with a single clear action, such as “Request a quote” or “Book a call”.
- ☐ 04 **Contact details in plain sight.** Phone, email and location are visible on every page, not hidden behind a form.

02 — SPEED AND MOBILE

- ☐ 05 **Fast on a phone.** The homepage loads in about three seconds or less on mobile data. Test it free at pagespeed.web.dev.
- ☐ 06 **Readable without zooming.** Text is large enough on a phone, and buttons are easy to tap with a thumb.
- ☐ 07 **Images sized for the web.** Photos are compressed and no larger than they appear on screen. No 5 MB hero images.
- ☐ 08 **Nothing jumps while loading.** Text and buttons stay in place as the page loads, so visitors do not tap the wrong thing.

03 — ENQUIRIES

- ☐ 09 **Every form tested this month.** You have sent a test enquiry through each form yourself, and it arrived in the right inbox.
- ☐ 10 **Short forms.** Forms ask only for what you need to reply: usually a name, an email and a short message.
- ☐ 11 **A clear confirmation.** After sending, people see a message that tells them it worked and what happens next.
- ☐ 12 **Fast replies.** Someone replies to every enquiry within one business day, including enquiries sent at weekends.

- ☐ 13 **Real proof.** Reviews, testimonials and case studies are genuine, recent and attributed. Never invented.
- ☐ 14 **Prices or a starting point.** Visitors can see a price, a starting price or a typical range before they contact you.
- ☐ 15 **Privacy basics.** There is a privacy policy, and a cookie notice if you use analytics or advertising tags.
- ☐ 16 **Secure and current.** The site uses HTTPS (the padlock in the address bar) and the copyright year is up to date.

05 – SEARCH AND MEASUREMENT

- ☐ 17 **Titles that match searches.** Each page has its own title and description, written around what customers actually search for.
- ☐ 18 **A complete Google Business Profile.** Hours, photos, services and a link to your website are filled in and correct.
- ☐ 19 **Enquiries you can count.** Analytics is installed and you can say how many enquiries the website produced last month.
- ☐ 20 **Ads land on the right page.** If you advertise, each ad leads to a page made for that offer, and conversions are tracked.

COUNT YOUR TICKS

18–20	A strong foundation. Keep testing your forms and checking speed every few months.
12–17	Good bones, with gaps that are probably costing you enquiries. Fix the unticked items first.
Under 12	Your website is likely working against you. It is worth a proper review before spending more on ads.

A ROUGH GUIDE, NOT A GUARANTEE.



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