Is your website losing you customers?

A 20-point checklist for small business websites. Tick each one you can honestly say yes to.

Speed and phones

- [ ] 01 **Loads in under three seconds on a phone**
  Test it on mobile data, not office Wi-Fi. Slow pages lose visitors before they see what you do.

- [ ] 02 **Easy to use with one thumb**
  Buttons are big enough to tap, text is readable without zooming and nothing spills off the screen.

- [ ] 03 **Tap-to-call on every page**
  Your phone number should be one tap away, at the top of the page.

- [ ] 04 **Images are compressed**
  Large photos are the most common reason small business sites are slow.

- [ ] 05 **No pop-ups blocking the page**
  Cookie and offer pop-ups should be easy to close on a small screen.

Being found on Google

- [ ] 06 **Every page has its own title and description**
  Say what the page is about and where you work, in under 60 characters for the title.

- [ ] 07 **One page for each main service**
  Google ranks pages, not businesses. A page per service gives you more chances to be found.

- [ ] 08 **Your town or area is on the page**
  Mention the places you serve in headings and text, not just in the footer.

- [ ] 09 **Google Business Profile is complete and linked**
  Correct name, address, phone, hours, photos, services and a link back to your site.

- [ ] 10 **Your site is in Google Search Console**
  It is free and shows the searches you appear for and any pages Google cannot index.

Website checklist (continued)

Turning visitors into enquiries

- [ ] 11 **Visitors know what you do in five seconds**
  Your main heading says what you do and who for, without jargon.
- [ ] 12 **A clear next step on every page**
  Call, request a quote or book. Make one action stand out.
- [ ] 13 **Contact form is short and works**
  Ask only what you need, then send yourself a test enquiry today.
- [ ] 14 **Reviews and real photos are on show**
  Recent reviews and photos of your own work build trust faster than stock images.
- [ ] 15 **Prices or price guides where you can**
  Even a starting price helps customers choose you over someone who hides theirs.

Security and ownership

- [ ] 16 **The padlock shows (HTTPS)**
  Browsers warn visitors away from sites without it.
- [ ] 17 **WordPress, themes and plugins are up to date**
  Out-of-date plugins are the most common way small business sites get hacked.
- [ ] 18 **Backups run automatically**
  Know where they are kept and how to restore one.
- [ ] 19 **You own your domain and hosting logins**
  If a designer or agency holds them, ask for access now, not when you need it.
- [ ] 20 **Privacy and cookie notices are in place**
  Required if you collect enquiries or use analytics.

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