



# The Small Business Website Checklist

25 things your website needs to win more customers - the exact checklist we use on client audits.

**Platform Development**

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## First impressions

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- A clear headline**  
Visitors know exactly what you do within 5 seconds.
- Professional, modern design**  
Looks credible and builds trust instantly.
- Loads in under 3 seconds**  
Especially on mobile - speed keeps visitors.
- Looks great on a phone**  
Most of your traffic is mobile.
- One obvious next step**  
Call, book or enquire - make it unmissable.

## Getting found (SEO)

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- Search-ready titles and descriptions**  
Written for what customers actually search.
- A complete Google Business Profile**  
Claimed, filled in, with photos and reviews.
- Your area and services in the copy**  
Helps you show up for local searches.
- Strong Core Web Vitals**  
Google rewards fast, stable pages.
- Indexed by Google**  
A sitemap submitted, pages discoverable.

## Turning visitors into customers

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- A clear call-to-action above the fold**  
Tell people what to do before they scroll.
- Easy ways to get in touch**  
Phone, WhatsApp and a simple form.
- Testimonials and reviews on show**  
Social proof sells better than you can.
- Trust signals**  
Guarantees, accreditations, real photos.
- Simple, obvious navigation**  
Don't make people hunt.

## Content and credibility

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- An About page with your story**  
People buy from people they trust.
- Services explained as benefits**  
What the customer gets, not just what you do.
- An FAQ**  
Answer the questions that stall a sale.
- Fresh content**  
A blog or news shows you're active.
- Real photos**  
Of your work, team or space - not stock.

## Technical and trust

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- HTTPS / SSL padlock**  
Secure, and Google expects it.
- Privacy policy and cookie notice**  
Required, and builds trust.
- Forms that actually work**  
Test that enquiries reach your inbox.
- Analytics installed**  
Know what's working and what isn't.
- Regular updates and backups**  
Stay secure and never lose your site.

### How did you score?

20+ = great. Under 15 and you're leaving customers on the table. We'll fix the gaps for you - book a free, no-obligation audit. NHS staff get 25% off everything.

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