FREE CHECKLIST FROM ZOSSOZ

The Five-Page Website Checklist

The five pages every small-business website needs, and what goes on each

For Owners with no website yet

Takes 10 minutes

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A customer deciding whether to come in wants four answers: what you do, where you are, when you're open and how to reach you. Five pages cover all four, and a website doesn't need more than that to be useful. Find your kind of business below and tick what you already have. Whatever is left unticked is your to-do list.

Find your kind of business

Restaurants, cafes, bakeries and food trucks

- [ ] **Home.** Your name, your best photo, today's hours and one button: the menu, or a way to order.
- [ ] **Menu.** Real text in sections, with prices and the notes people look for (vegetarian, gluten free).
- [ ] **Hours and visit.** Hours, address, parking, a map that opens directions, and holiday hours before the holiday.
- [ ] **Catering and parties.** A short form: date, headcount and what they have in mind.
- [ ] **Our story.** Who is behind the counter and where the recipes came from.

Salons, barbershops, nail and lash studios

- [ ] **Home.** Your best work, your address and one clear Book button that opens the booking tool you already use.
- [ ] **Services and prices.** Every service with a price or a starting price, how long it takes and who does it.
- [ ] **Gallery.** Your real work in a fast grid, cropped so it doesn't cut off the haircut or the nails.
- [ ] **The team.** A card for each stylist or barber: photo, specialty and their own booking link.
- [ ] **Visit.** Address, hours, parking, your walk-in policy and a map that opens in one tap.

Trades, repair and cleaning

- [ ] **Home.** What you do, where you work and a Request a quote button you can see without scrolling on a phone.
- [ ] **Services.** A section for each job, in plain words.
- [ ] **Where we work.** The neighborhoods and cities you really cover, listed once and honestly.
- [ ] **Request a quote.** A short form: the job, where, how soon and how to reach you.
- [ ] **Our work.** Photos of finished jobs, with the type of job and the neighborhood.

Shops and boutiques

- [ ] **Home.** A photo of the store, what you sell in one sentence and today's hours.
- [ ] **What we carry.** Categories and the items people ask about, with photos.
- [ ] **Services.** Key cutting, alterations, custom orders, gift wrapping or delivery, whatever you offer.
- [ ] **Visit.** Address, hours, parking, a map and holiday hours in time.
- [ ] **News and events.** Sales, pop-ups, new arrivals and order cutoffs, so the homepage stays calm.

Professional services and studios

- [ ] **Home.** Who you help, what you do for them and one next step: Request a consult, or Send a message.
- [ ] **Services.** Each service in plain terms: who it is for, what is included and how it works.
- [ ] **About.** You: a real photo and two short paragraphs. For a solo practice, this page does a lot of the work.
- [ ] **How it works.** Three or four steps from the first message to finished work.
- [ ] **Contact.** A short inquiry form, an email, and a scheduling link if you use one.

Say what you do in one sentence

This is the sentence for the top of your home page.

My business is a _____ in _____ that _____ for _____.

Read it to a neighbor. Can they say back what you do?

> **WATCH OUT**
> Leave these out for now: a blog you won't write, a page for each neighborhood with copied text, "coming soon" pages, video that starts by itself, pop-ups, a chat box you can't answer, an online store (unless you ship products) and a page that only links to Instagram.

Next

1. Tick your row, then write the one-sentence version of your home page.
2. Gather what each page needs: your real photos, your hours, your prices, a few lines about you.
3. If you'd like to see your home page laid out before you decide anything, we'll make you a free mock-up from your public Google profile.

Want to see your own homepage?

Send us your business name and your Google Maps link. We'll mock up your homepage, free, within 2 to 3 business days. Nothing to sign, and no obligation.

zossoz.com/mockup

Already have a website? Ask for the free teardown: a person reads your site and sends you a short list of what to fix first, at zossoz.com/websites#teardown. More free guides are at zossoz.com/free.

Websites your customers can *actually* use.

iPhone and iPad apps that keep the work moving.

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