

— — — — — Let's make something great together!

SMALL BUSINESS WEBSITE CHECKLIST

15 practical checks to see whether your website is doing its job

Tick Pass or Needs attention, then record the most important actions below.

No.	WEBSITE CHECK	PASS	NEEDS ATTENTION
1	The business purpose is immediately clear.	☐	☐
2	The location or genuine service area is easy to identify.	☐	☐
3	Important services are easy to find.	☐	☐
4	Every important page works as a possible first page.	☐	☐
5	Navigation and internal links are clear and predictable.	☐	☐
6	The content answers genuine customer questions.	☐	☐
7	The words and photographs show the real business.	☐	☐
8	Important claims are supported by current, credible evidence.	☐	☐
9	The website works properly on a mobile phone.	☐	☐
10	Pages are fast, readable and accessible.	☐	☐
11	Every important page provides a sensible next step.	☐	☐
12	Forms, telephone numbers, email links and booking routes work.	☐	☐
13	Important pages are indexable, schema is accurate and external business information is consistent.	☐	☐
14	Privacy and cookie information reflects the website's actual data collection.	☐	☐
15	Search performance and genuine enquiries are measured, and important information is kept current.	☐	☐

PRIORITY ACTIONS

Fix anything that prevents customers finding, trusting or contacting the business first.

- ☐
- ☐
- ☐