

# WEBSITE CHECK-UP

SAMPLE REPORT

PRACTICAL WEBSITE FEEDBACK FOR  
SMALL BUSINESSES

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## OVERVIEW & SUMMARY

This report provides a focused review of your website with specific, practical recommendations tailored to your business. The goal is to help you understand what's working, what may be holding you back, and what to improve first, without overcomplicating things.

This isn't a generic audit. It's a practical, real-world review based on how small businesses actually attract and convert customers.

### **Summary of Top Opportunities**

1. Clarify your homepage messaging
2. Create a stronger, more compelling headline
3. Improve call-to-action visibility
4. Strengthen trust and credibility
5. Address basic SEO gaps that limit visibility

## 1 - CLARIFY YOUR HOMEPAGE MESSAGING

### What I'm seeing:

Your messaging is quite general and could apply to almost any contractor. It doesn't clearly speak to your ideal client, their specific needs, or what makes you different from other options.

For example, phrases like:

- "Experienced team"
- "Professional service"

While positive, they're expected and don't help you stand out or address what homeowners actually worry about when hiring a contractor.

### Why this matters:

When someone lands on your site, they should immediately feel:

- This is exactly who I need
- They understand my situation

Right now, that connection isn't happening as strongly as it could. On the next page, I'll take you through some recommendations...

## HOMEPAGE MESSAGING RECOMMENDATIONS

Refine your messaging to be more specific and client-focused.

### Ask yourself:

- Who is this website for? (renovations, additions, new builds?)
- What problem are they trying to solve?
- What do they care about most? (going over budget, missed timelines, poor communication, unreliable crews)
- Why should they choose you over another contractor?

Example shift:

### Instead of:

“Quality construction services you can trust”

### Try:

“Helping homeowners in [area] complete renovations on time, on budget, with clear communication and crews who show up when they say they will”

## 2. - CREATE A MORE COMPELLING HOMEPAGE HEADLINE

### What I'm seeing:

Your current headline doesn't clearly communicate what you do, who you help, or why someone should choose you.

### Why this matters:

Visitors decide within seconds whether to stay or leave. Your headline should quickly answer:

- What do you do?
- Who do you help?
- Why should they care?

### Recommendations:

Create a clear, benefit-driven headline tied to your unique value.

Simple framework:

We help [who] achieve [result] without [common frustration]

**Example:** "We help Vermont homeowners complete high-quality renovations without the stress of unreliable contractors"

Add a short subheading to support it and provide context.

## 3. - IMPROVE CALL-TO-ACTION VISIBILITY

### What I'm seeing:

There isn't a strong, obvious next step for visitors when they land on your homepage. Buttons are either missing, hard to find, or not compelling.

### Why this matters:

Even if someone is interested, they won't take action if it's not clear what to do next.

### Recommendations:

Add a clear primary call-to-action above the fold.

Examples:

- Request a Quote
- Schedule a Consultation
- Get an Estimate

### Make sure:

- It's visually prominent
- It appears multiple times on the page
- It feels low-pressure and easy to take

### 3. - IMPROVE CALL-TO-ACTION VISIBILITY

**Also add a simple 3-step process to set expectations and build trust:**

- Book a consultation (quick call or form)
- We provide a clear quote and timeline within [X timeframe]
- We review everything with you so you can make an informed decision

#### **Why this matters:**

This does two important things:

- Reduces hesitation by showing exactly what happens next
- Gives you a second touchpoint to explain your approach, answer questions, and build trust

Right now, you may be losing potential clients after sending a quote. By adding a clear process and including a review step, you create an opportunity to:

- **Walk them through the scope**
- **Explain timelines and pricing**
- **Reinforce why you're the right fit**

This is often where contractors lose the job, not because of price, but because the process doesn't build enough confidence.

This can significantly improve your conversion rate without increasing traffic.

## 4. - STRENGTHEN TRUST & CREDIBILITY

### What I'm seeing:

There is limited proof that builds confidence for someone considering hiring you. For a contractor, this is especially important.

### Why this matters:

People are not just buying a service, they're trusting someone with their home, time, and money. Without strong trust signals, they may keep looking.

### Recommendations:

Add:

- 2–5 testimonials (specific and detailed)
- Before and after photos of real projects
- Any certifications, years of experience, or local ties

### Example testimonial improvement:

#### Instead of:

“Great work, highly recommend”

#### Aim for:

“[Name] helped us renovate our kitchen on a tight timeline and kept everything organized and stress-free. We always knew what was happening and the results were exactly what we hoped for.”

## 5. - ADDRESS BASIC SEO GAPS

### What I'm seeing:

Several core SEO elements are either missing or not being used effectively across key pages (homepage, services pages, project pages).

### Examples of common issues I'm seeing:

- Missing or duplicate page title tags
- Missing or weak meta descriptions
- No clear H1 on key pages (or multiple H1s)
- Headings not structured (H2, H3) to support content
- Little to no use of keyword phrases your customers are actually searching for

### Why this matters:

Right now, your website may look fine to a visitor, but search engines don't have enough clear signals to understand:

- What you do
- Where you operate
- What you should rank for

### This limits your ability to show up when someone searches things like:

- "contractor near me"
- "kitchen renovation [town]"
- "home addition contractor [area]"

## 5. - RECOMMENDATIONS - ADDRESS BASIC SEO GAPS

### **Fix page titles and meta descriptions**

Each page should have a unique, keyword-focused title and description.

#### **Example (Homepage):**

**Title:** Contractor in [Town], Home Renovations & Additions

**Meta:** Reliable contractor serving [Town] for renovations, additions, and home improvements. Clear timelines, honest pricing, and consistent communication.

### **Add one clear H1 per page**

Your H1 should match what the page is about and include a relevant keyword.

#### **Example:**

“Home Renovation Contractor in [Town]”

### **Use supporting headings (H2s) strategically**

Break up content and reinforce what you do:

- Kitchen Renovations
- Home Additions
- Our Process

## 5. - ADDRESS BASIC SEO GAPS CONTINUED

### Weave in real search phrases

Instead of generic wording, include phrases your customers are likely typing into Google.

#### For example:

- “kitchen remodel in [Town]”
- “bathroom renovation contractor [County]”

These should appear naturally in your page content, not forced.

### Align pages with services

Each core service should ideally have its own page targeting a specific service + location combination.

### Add Alt-image tags on all images

Search engines can't “see” images, so they rely on alt text to understand what each image represents. Add short, descriptive alt text to every image, especially project photos.

Examples:

- “kitchen renovation in Woodstock VT”
- “custom home addition exterior Hartland Vermont”

This helps with both SEO and accessibility, and is often a quick win that gets overlooked.

## 6. - IMPROVE VISUAL DESIGN & FIRST IMPRESSIONS

### What I'm seeing:

The overall design feels functional, but it's not doing much to build trust or create a strong first impression.

### Common issues I'm seeing:

- Inconsistent spacing and alignment
- Font sizes that are hard to scan
- Buttons that don't stand out
- Images that feel generic, out of context, or low quality

*Nothing here is "wrong," but it doesn't feel polished or intentional.*

### Why this matters:

People form an opinion about your business in seconds.

Before they read a single word, they're already deciding:

- Does this feel professional?
- Can I trust this business?
- Do they seem established and reliable?

If the design feels outdated or inconsistent, it can quietly undermine everything else on the page.

## 6. - DESIGN RECOMMENDATIONS

**Create stronger visual hierarchy.** Make it easier to scan your content:

- Clear section headings
- Consistent spacing between sections
- Add dividers or subtle color changes between sections
- Limit how many font styles you use (H1, H2, H3 & Body)
- Use beautiful typography to really set your site apart, especially for headings,
- Keep font size ratios in check:
  - H1 (Main Heading): ~2–3 × your body text
  - H2 (Section Headings): ~1.5–1.8× body text
  - Body Text: Base size (typically 16–20px for readability)

**Upgrade imagery.** Replace generic or low-impact images with:

- Real project photos
- Before and after shots
- Close-ups of craftsmanship
- Try to use photos that include colors of your website
- Include a photo of your team
- If budget allows, hire a professional photographer

**Keep it consistent.** Use the same:

- Colors
- Font styles
- Button styles

**Make buttons stand out**

- Your calls-to-action should be obvious:
- Use a consistent color
- Increase size slightly
- Add more spacing around them

## **PRIORITY ACTIONS**

### **Start Here (Top 3 Actions):**

1. Rewrite your homepage headline and messaging
2. Add a clear primary call-to-action with a 3-step process
3. Add 2–3 strong testimonials

### **Next Steps:**

- Improve project imagery and visuals
- Refine navigation and page structure
- Address design issues
- Implement basic SEO improvements

## **Final Thoughts**

You have a solid foundation, but your website isn't yet doing the full job of building trust and guiding visitors toward taking action. With a few focused improvements, it can become a much more effective tool for generating enquiries and attracting the right clients.

*This is a sample report to show the level of detail, specificity, and thinking you can expect from a Website Check-Up.*