Souck

CHECKLIST

WEBSITE AUDIT CHECKLIST

33 points to review a small business website for speed, search, trust and calls.

souckinc.com

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A 33-point checklist for reviewing a small business website. Work through it with your site open on a phone and on a computer. Tick each point the site passes and note what to fix.

> TIP
>
> Ask someone who has never seen your website to find your phone number and request a quote while you watch. It is the quickest usability test there is.

SPEED AND TECHNICAL BASICS

- [ ] Pages load in about three seconds or less on mobile data
- [ ] Images are compressed and sized for the web
- [ ] The site uses https (padlock in the browser)
- [ ] There are no broken links or missing pages
- [ ] The site works on phones, tablets and desktops
- [ ] Forms send correctly and someone receives them
- [ ] The site has a sitemap and is connected to Google Search Console

SEARCH BASICS

- [ ] Each page has its own title and description
- [ ] Each main service has its own page
- [ ] Pages mention the towns or areas you serve
- [ ] Headings describe what is on the page
- [ ] Images have descriptive alt text
- [ ] Business name, address and phone match your Google listing
- [ ] The site is linked from your Google Business Profile

CONTENT AND TRUST

- [ ] The home page says what you do and where, in the first screen
- [ ] Real photos of your team and jobs are used
- [ ] Licences, insurance and certifications are shown
- [ ] Reviews or testimonials are shown with permission

- [ ] Each service page answers common customer questions
- [ ] The About page introduces the people behind the business
- [ ] Information is current (hours, services, team, prices if listed)

DESIGN AND USABILITY

- [ ] Text is easy to read, with enough contrast
- [ ] The menu is short and clear
- [ ] Buttons look like buttons
- [ ] Colours, fonts and logo match your brand
- [ ] Nothing important is hidden in sliders or pop-ups
- [ ] The site works with a keyboard and a screen reader

TURNING VISITORS INTO CALLS

- [ ] The phone number is tappable at the top of every page
- [ ] Every page ends with a clear next step
- [ ] Quote or booking forms ask only what you need
- [ ] There is an instant confirmation after a form is sent
- [ ] Calls and form submissions are tracked
- [ ] Emergency or after-hours options are clear, if you offer them

FIX LIST

ISSUE	PAGE	WHO WILL FIX IT	BY WHEN

Score: ____ / 33 points passed.