

Small Business Website & Marketing Checklist

25 quick checks to find what's quietly costing you customers. Most take under a minute. Grab your phone, open your website, and check items off as you go.

How to use it: check off every item that's true today. Anything left unchecked is an opportunity. Start with the ones in **First impressions** and **Getting found**, where small fixes usually pay back fastest.



20–25 checked

You're in great shape. Focus on growth.

12–19 checked

Solid base, with clear wins on the table.

Under 12

Your website is likely costing you work.

First impressions 1–5

- ☐ **Clear in five seconds.** A stranger can tell what you do, where, and for whom without scrolling.
- ☐ **Obvious next step.** A single, visible button (Call, Book or Get a quote) at the top of every page.
- ☐ **Works on phones.** Text is readable, buttons are tappable, nothing runs off the screen.
- ☐ **Loads in under 3 seconds.** Check with Google PageSpeed Insights on mobile.
- ☐ **Looks current.** Photos, dates, prices and team info are up to date.

Trust 6–10

- ☐ **Real reviews are visible.** Recent testimonials or Google reviews appear on the home page.
- ☐ **Real people are shown.** Owner or team photos, not only stock images.
- ☐ **Contact details are easy to find.** Phone, email and service area are in the header or footer.
- ☐ **Secure padlock (HTTPS).** Your address bar shows a padlock, with no "Not secure" warning.
- ☐ **Clear pricing or starting points.** Visitors can gauge cost before they call.

Getting found 11–15

- ☐ **Google Business Profile is claimed.** Hours, photos, services and website link are complete.
- ☐ **Each service has its own page.** One page per main service helps you rank for each one.
- ☐ **Your town is on the page.** City and service area appear in headings and page titles.
- ☐ **Name, address and phone match everywhere.** Website, Google, Facebook and directories all agree.
- ☐ **Search Console is connected.** You can see which searches bring people to your site.

Turning visitors into leads 16-20

- ☐ **Forms are short.** Name, email or phone, and a message. Nothing more to start.
- ☐ **Forms actually work.** Submit a test today and confirm it reaches you.
- ☐ **Instant confirmation.** People get an automatic "thanks, here's what happens next" email.
- ☐ **Online booking is available.** Customers can pick a time without phone tag.
- ☐ **Every lead is followed up within a day.** Speed wins. Most customers go with whoever replies first.

Marketing & follow-up 21-25

- ☐ **You know where leads come from.** You can name your top two sources of new customers.
- ☐ **You collect emails.** Customers and prospects can join a list, and you actually email it.
- ☐ **Social profiles are active and linked.** Posted within the last 30 days and linked from your site.
- ☐ **You ask every happy customer for a review.** Ideally automatically, right after the job.
- ☐ **Analytics are installed.** You can see visitors and conversions each month.

Want a second pair of eyes?

Book a free 30-minute consult and we'll walk through your results together, with no pressure and no jargon.

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