

The small business *website checklist*

Use it before you launch a new site, or to check the one you have. If you can tick every box, your website is doing its job.

The first screen

- ☐ Says what you do and where, in one sentence
- ☐ Has one main button: book, call, order or message
- ☐ Shows a real photo of your place or your work

Proof

- ☐ Genuine reviews with names, shared with permission
- ☐ Photos of your team and your work
- ☐ Licences, awards or years in business

What you offer

- ☐ Your main services or products
- ☐ Prices, or at least “from” prices
- ☐ A page of its own for each main service

One clear action

- ☐ The same main button on every page
- ☐ Forms that ask only what you need

Contact details everywhere

- ☐ Phone you can tap on a mobile, email, address and map
- ☐ Opening hours, including holidays, kept up to date

Built for phones

- ☐ Text readable without zooming
- ☐ Buttons easy to tap
- ☐ Pages that open fast on mobile data

Search basics

- ☐ A clear title and description on every page
- ☐ A Google Business Profile that links to your site
- ☐ The same name, address and phone everywhere

Before you launch

- ☐ Checked on a phone, not just a laptop
- ☐ Every link and form tested
- ☐ Spelling, prices and hours checked
- ☐ Privacy notice and cookie banner in place
- ☐ Your own domain, with the padlock (SSL)