FOR LAW, ACCOUNTING, CONSULTING AND FINANCE FIRMS

What prospects check on your firm's website before they contact you

Prospects judge a firm's credibility, competence and fit from its website before they get in touch. These 25 checks show where your site makes that case and where it loses enquiries you never hear about.

How to score. Open your site on a laptop and a phone. Tick each check that is true today. One point per tick.

Time. About 15 minutes. Ask a colleague to score it too, then compare.

01 The first 10 seconds

Score ____ / 5

- [ ] 1 The homepage headline says what the firm does and who it serves.
- [ ] 2 A first-time visitor can name your main practice areas or services without scrolling.
- [ ] 3 The firm's location and the markets it serves are visible on the homepage.
- [ ] 4 One credibility signal appears above the fold: a named client, a ranking, a number or years in practice.
- [ ] 5 The site looks like it was updated this year: current dates, current people, no dead pages.

02 Proof

Score ____ / 5

- [ ] 6 Clients or matters are named, or described specifically where confidentiality applies.
- [ ] 7 At least three case studies or results state what changed for the client.
- [ ] 8 Every partner or senior person has a real photo and a bio with specific experience.
- [ ] 9 Testimonials carry a full name, title and firm.
- [ ] 10 Rankings, awards, memberships and licences are shown with the year.

03 Distinctness

Score ____ / 5

- [ ] 11 With the logo covered, the homepage could not belong to a competitor.
- [ ] 12 The site states a position or point of view the firm holds.
- [ ] 13 Photography shows your people and offices, not stock images.
- [ ] 14 Service pages explain how you work, not only what you offer.
- [ ] 15 The copy is written for the client's problem, not as a list of capabilities.

04 Speed and mobile

Score ☐ / 5

- ☐ 16 The homepage loads in under 2.5 seconds on a phone on mobile data.
  See what slow pages cost you: flowcreates.com.my/tools/website-speed-cost-calculator
- ☐ 17 Text is readable and buttons are easy to tap on a phone without zooming.
- ☐ 18 The menu, forms and click-to-call work on a phone.
- ☐ 19 No page shows broken images, layout shifts or error messages.
- ☐ 20 The site passes Google's Core Web Vitals on mobile.
  Test it free at pagespeed.web.dev, then run your numbers through the Speed Cost Calculator.

05 Path to contact

Score ☐ / 5

- ☐ 21 Every page ends with one clear next step.
- ☐ 22 The main enquiry form has five fields or fewer.
- ☐ 23 The site says how soon you reply to an enquiry.
- ☐ 24 A phone number, email and office address are reachable within one click from any page.
- ☐ 25 A submitted enquiry reaches a named person, and the sender gets a confirmation.

Your score

01 The first 10 seconds	☐ / 5
02 Proof	☐ / 5
03 Distinctness	☐ / 5
04 Speed and mobile	☐ / 5
05 Path to contact	☐ / 5
Total	☐ **/ 25**

What your score means

21 to 25
The site is doing its job. Fix the gaps and re-check each year.

15 to 20
Credible, with gaps that are costing enquiries. Start with the lowest-scoring section.

Under 15
Prospects are likely choosing other firms before you hear from them.

Scored under 15?

Join the FlowCreates waiting list. We'll review your site on a discovery call and tell you which gaps to fix first.

flowcreates.com.my/waitlist/website