



The Website Health Checklist

A short exercise for small business owners to test their own website and make sure it is working for them, not against them.

How to use this checklist

Open your website on your phone and on your computer. Go through each section of the checklist and tick every item you can confidently say YES to. If it's a maybe, count it as a no.

At the end, add up your score and see what it means. Most small business websites land in the middle, and that is good news. It means the fixes are usually simpler than expected.

1. First impressions (or the 5-second test)

Show your homepage to someone who has never seen it. After 5 seconds, ask what the business does and who it is for.

- ☐ A stranger can tell what you do and who you help within 5 seconds
- ☐ Your main headline speaks to the customer's problem, it is not just your company name
- ☐ Your design looks current, clean, and consistent with your brand
- ☐ Your photos are real and high quality (not blurry, stretched, stock, or look like AI)
- ☐ Your text is easy to read on every screen (minimum 16px, with good contrast)

2. Speed and mobile

Over 65% of web traffic comes from mobile nowadays. Many visitors will never look at your website on desktop, that's why it is best to optimize it for mobile-view first.

- ☐ Your homepage loads in less than 3 seconds on your phone (aim for under 2 seconds)
- ☐ Your site passes Google's PageSpeed Insights test with a green or near-green score
- ☐ Nothing jumps around or shifts while the page loads
- ☐ Buttons and links are easy to tap with a thumb
- ☐ Menus, forms, and images all work properly on mobile



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3. Calls to action (CTA) and contact

A well designed website makes the next step obvious. If visitors don't know what to do next, they will leave. Make it easy for them to get in touch with you.

- ☐ Your phone number, email, or booking button is easily accessible
- ☐ Every page has one clear next step (call, book, request a quote)
- ☐ Your contact form works, and you have tested it recently
- ☐ Form submissions reach out reliably (check your spam folder)
- ☐ Your phone number is tappable on mobile (triggers a call)

4. Trust and proof

People will hire businesses they trust. Your site need to prove that your business is trustworthy and the best choice for them.

- ☐ You display real reviews and/or testimonials
- ☐ You show examples of your work, past projects, or results
- ☐ You have an About page that shows the REAL people behind the business (with photos)
- ☐ Your pricing, process, or what happens after someone contacts you is clear
- ☐ Your site is secure (your url begins with https)

5. Local search basics

If your business serves a local area, it is important that you target that location in your SEO strategy for your website.

- ☐ You have a claimed and complete Google Business Profile
- ☐ Your business name, address (or service area), phone number, and business hours match everywhere online
- ☐ Your site mentions the cities or neighbourhoods you serve, in headings (titles) and text
- ☐ You have a simple process for asking happy customers for Google reviews
- ☐ Your reply to your reviews, good AND bad



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6. Search visibility (SEO foundations)

To be found online, your website needs a good foundation, like a house. That foundation is called SEO, or Search Engine Optimization, and is how you rank on Google.

- ☐ Each page has its own meta title and description (search for your business, and see the title and description of each page)
- ☐ Each service you offer has its own page, not just a line on a bullet point list
- ☐ Your images have a description name (not IMG_8745.jpg) and alt text
- ☐ You've submitted your site to Google Search Console (to monitor your site's presence)
- ☐ You've searched your main service and location ([service] + [your location]), and know where you rank

7. Hosting, security, and upkeep

This is usually the part that everybody forgets. Then, your site goes down, and you don't know why.

- ☐ You know who hosts your site and what you pay for it
- ☐ Your site is backed up automatically, and you know how to restore it
- ☐ Your software, plugins, and themes are updated regularly
- ☐ You have strong, unique logins, and only the people who need access have it
- ☐ You own your domain name and can log in to the account

8. Tracking and results

A website is like the window to your store. Many visitors can look at it, but you need to track who is entering your store and what happens after that.

- ☐ You have analytics installed and you check it at least once a month
- ☐ You know how many people visit your site and where they come from
- ☐ You know how many visitors turn into inquiries (conversion rate)
- ☐ You have updated your content (services, photos, hours) in the last 6 months
- ☐ Your site has a clear goal, and you can tell whether it is meeting it or not



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Your score

Count all your ticks and that will give you a score out of 40.

32 to 40: Healthy	The foundation of your website is strong. Focus on fine-tuning and growing your visibility.
22 to 31: Needs attention	You are doing many things right, but there are gaps that are likely costing you leads. A few targeted fixes can make a real difference.
12 to 21: Losing leads	Your site exists, but it is probably not working as hard as it needs to be. The good news is that this is where improvements pay off the fastest.
0 to 11: Time for a reset	Your website is likely holding your business back. A rebuild or a major refresh will probably pay for itself.

Your top 3 fixes

Look back over the items you left unticked. Write down the three that would make the biggest difference to your business right now.

Tip: Start with anything in sections 1 through 3, they tend to give the fastest return. Additionally, work on the sections with the least amount of ticks.

Want a second pair of eyes?

I will go through your site with you in a free 20-min website audit. You will leave with a clear list of what is working, what is holding you back, and what to fix first.

You'll talk directly with me, the person who actually does the work with clients. There is no middle man involved. You'll get 100% value from my years of experience.

Book your free audit: ateliexstudio.com/free-audit

Email: alex@ateliexstudio.com

Website: ateliexstudio.com

Social media: [@ateliexstudio](https://www.instagram.com/ateliexstudio)