

FREE SMALL-BUSINESS CHECKLIST

The 12-Point Website Self-Audit

A 15-minute honest look at whether your website is doing its job.

BEFORE YOU START

How to use this audit

Open your website **on your phone**. Go through each question and mark yes or no. If you're not sure, that's a no — a real customer wouldn't be sure either. Tally your yes answers at the end.

**PART 1 • QUESTIONS 1-3**

Clarity

Can visitors figure out what you do?

PART 2 • QUESTIONS 4-6

Conversion

Is there a clear path to becoming a customer?

PART 3 • QUESTIONS 7-9

Trust

Does the site show you're the real deal?

PART 4 • QUESTIONS 10-12

Foundations

Does the site actually work?

PART 1 OF 4 • CLARITY

Can visitors figure out what you do?



1

Can a stranger tell what your business does within five seconds of landing on your homepage?

☐ YES
☐ NO

A lot of small business websites bury the answer. The homepage opens with a welcome message, or a mission statement, or a slideshow of pretty pictures, and never quite gets around to saying what the business actually does. Visitors who have to work that out mostly don't. Look at your homepage like you've never seen it before. Would a stranger know what you sell in five seconds?

2

Does your homepage headline speak to your customer, not about your company?

☐ YES
☐ NO

"Providing quality service since 1987" is about you. "The reliable plumber your family calls before things get worse" is about them. The best headlines answer a question the visitor was already asking when they showed up. Owner-centered headlines feel professional but do less work.

3

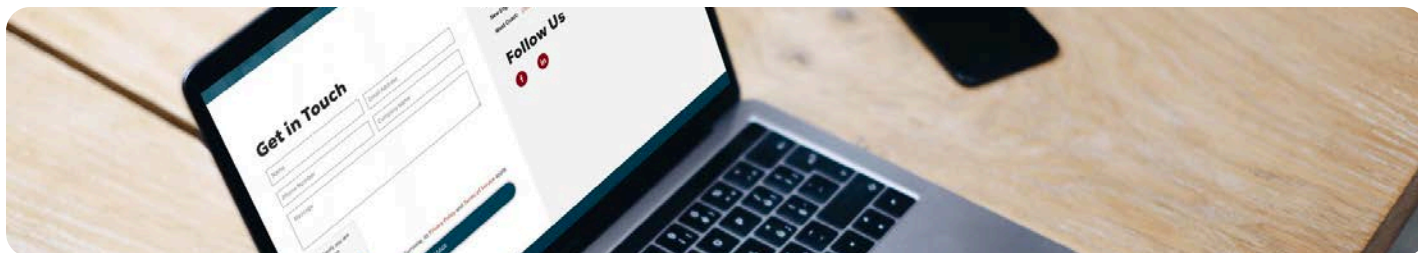
Is it clear who your business is for?

☐ YES
☐ NO

"We do web design" is vague enough to be forgettable. "We build websites for small non-restaurant food businesses" is specific enough to make the right person feel found. Specificity feels risky. You worry about turning people away. But the businesses that name their ideal customer clearly get more of them, not fewer.

PART 2 OF 4 • CONVERSION

Is there a clear path to becoming a customer?



4

Is there one obvious next step on every page?

A page with three equal-weight buttons has no next step. A page with one primary action has a job. Every page on your site should have a job, and everything else on the page should support it. If you can't tell what the primary action is on your homepage, your visitors can't either.

☐ YES

☐ NO

5

Is your phone number visible on every page, and clickable on mobile?

Small business customers still call. In some industries, phone calls are the majority of new business. If your number is buried in the footer or only shows up on the contact page, you're losing calls you'd otherwise be getting. On a phone, the number needs to be tappable. A number a customer has to memorize and dial by hand is a number that mostly won't get dialed.

☐ YES

☐ NO

6

If you have a contact form, does it ask for only what you actually need?

Every extra field costs you fills. Name, email, and message will get you further than name, email, phone, company, budget, timeline, and how-did-you-hear-about-us. You can always ask for more in the follow-up conversation. The form's job is to start that conversation, not to qualify the lead before it even exists.

☐ YES

☐ NO

PART 3 OF 4 • TRUST

Does the site show you're the real deal?



7

Are there real photos of your business, your team, or your work, instead of stock photos?

☐ YES
☐ NO

Stock photos signal generic. Real photos signal real. Even one authentic photo of your actual team or storefront does more than a gallery of polished stock imagery. Visitors can spot stock photos instantly, even when they can't say exactly how, and once they've spotted them the whole site starts to feel less trustworthy.

8

Does the site show recent proof that customers trust you?

☐ YES
☐ NO

Reviews, testimonials, client logos, press mentions. Trust signals only work if they're current. A testimonial from 2019 raises more questions than it answers. Are you still in business? Do you still do good work? Have you had a happy customer since then? If your best proof is old, it's time to gather new proof.

9

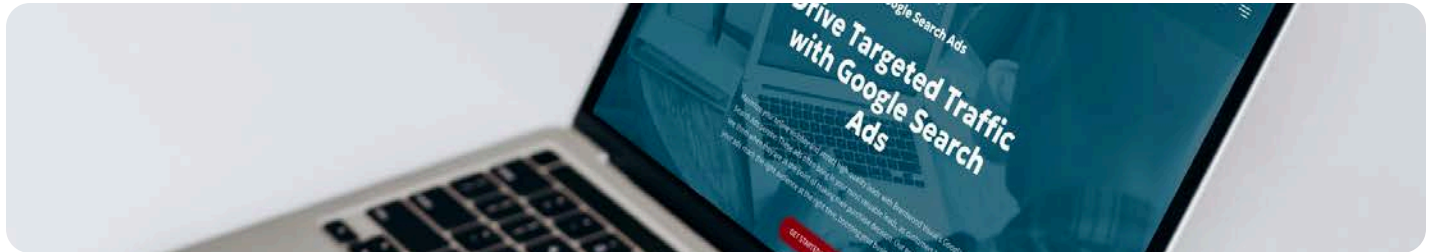
Do your Google Business Profile and website show the same phone number, address, and hours?

☐ YES
☐ NO

When these don't match, both customers and Google get confused. Customers wonder which one to trust. Google, faced with the same conflict, sometimes stops showing you at all. This is the most common preventable mistake on small business websites, and one of the easiest to fix.

PART 4 OF 4 • FOUNDATIONS

Does the site actually work?



10

Does your site load in under three seconds on a phone?☐ YES☐ NO

Every second past three costs you visitors. A site that takes six seconds to load loses roughly a third of the people who tried to visit it. Google PageSpeed Insights will tell you your load time for free in under a minute. Speed problems usually come from oversized images, too many plugins, or hosting that's cheaper than it should be. All fixable.

11

Is the site easy to use on a phone?☐ YES☐ NO

Buttons big enough to tap, text big enough to read, no sideways scrolling. More than half your visitors are on a phone, so if your site was designed for a desktop and the phone version was an afterthought, most of your visitors are getting the afterthought. Look at it on your own phone. Any friction you feel, they feel too.

12

Has anything on your site been updated in the last six months?☐ YES☐ NO

A site that hasn't been touched all year signals a business that might not be around anymore. Visitors notice, even subconsciously, when the copyright year is two years old, when the news page hasn't moved since 2023, when nothing has changed since the last time they visited. Search engines notice too. Fresh activity is one of the signals Google uses to decide whether your site is worth showing to searchers. One small update is enough. A new photo, an updated hours notice, a fresh blog post. Something.

YOUR RESULTS

What your score means

Tally your yes answers

Count every question you marked yes across all four parts, then find your tier below.

_____ / 12

10-12

YES

Solid foundation.

Your website is doing its job. The next question isn't fixing what's broken, it's figuring out how to get more of the right visitors in front of it. **Book your free Website Strategy Call** and we'll talk growth — where your next customers come from, and what's worth doing first.

7-9

YES

Real gaps.

You have a working foundation, but a few of the "no" answers are costing you customers — and they're worth fixing before you spend a dollar on ads or SEO. **Book your free Website Strategy Call** and we'll walk through your no's together: which ones matter most, and what fixing them takes. This checklist doubles as your to-do list either way.

0-6

YES

Your website is holding you back.

The site is costing you customers you'd otherwise be winning — this isn't a small fix, it's a foundation problem. **Book your free Website Strategy Call** and we'll triage it together: what's costing you the most, what to fix first, and whether your site is worth fixing or ready for a rebuild.



Whatever you scored, the next step is the same — and it's free.

Book your **free Website Strategy Call** — 30 minutes, plain English, no obligation. We'll look at your site and your score together and map out what would move the needle first.

(603) 213-9100 · office@brentwoodvisual.com · brentwoodvisual.com/website-audit