

Small Business Website Checklist

Conversion • Trust • Performance • SEO Basics

Intro

This checklist covers the essentials that make a website feel premium, load fast, rank better, and convert visitors into enquiries. Use it to audit your current site—or as a blueprint for a new one.

Section 1 — Clarity & Brand

1. Above the fold, it's obvious what you do, who it's for, and what to do next.
2. Your primary call-to-action is consistent (“Get in Touch”, “View Packages”, etc.).
3. Headline is benefit-led (results, not features).
4. Design is consistent: typography, spacing, colours, and button styles.
5. Logo is clear and readable on desktop and mobile.

Section 2 — Trust & Credibility

6. Reviews/testimonials are visible on the home page.
7. You show proof: portfolio, case studies, before/after, or real outcomes.
8. Contact details are easy to find (phone/email/location or service area).
9. You set expectations: fixed price, inclusions, timelines, and what happens next.
10. Privacy policy and basic legal links exist (footer is fine).

Section 3 — Conversion (Turning visitors into enquiries)

11. Your CTA buttons stand out and are repeated logically through the page.
12. Contact form is short and friction-free (name, email, message).
13. The form has a clear success state (“Thanks—here's what happens next”).
14. You answer objections with an FAQ (pricing, timelines, revisions, hosting, SEO).
15. You have a compelling lead magnet or offer (audit / checklist) to capture emails.

Section 4 — Mobile & Performance

- 16. Tablet + mobile layouts are tidy (header/footer don't feel cramped).
- 17. Images are correctly sized (no huge downloads) and optimised where possible.
- 18. Layout doesn't jump around while loading (stable sections, no big shifts).
- 19. Site feels fast: smooth scrolling, responsive interactions, minimal bloat.

Section 5 — SEO Foundations

- 20. Each page has a unique title + meta description.
- 21. One clear H1 per page; headings follow a logical structure (H2/H3).
- 22. Images have alt text where meaningful.
- 23. Site is indexable (no accidental "noindex" in production).
- 24. Sitemap exists and is correct.

Section 6 — Accessibility & Quality

- 25. Keyboard navigation works (menus, accordions, forms).
- 26. Focus states are visible.
- 27. Contrast is sufficient.
- 28. Form errors are readable and helpful.

► If you'd like, we can run through this checklist for you in a **free 10-minute audit** and suggest the highest-impact improvements.

Contact us and mention "free 10-minute audit".

[0439 184 014](tel:0439184014)

[Online Contact Form](#)

beautwebsites.com