

FREE CHECKLIST

Website Review Checklist

Is your site doing its job?

A 20-point checklist to see what's working, what's getting in the way, and what to improve first. Covers design, copy, SEO basics, and conversion.

Work through all 20 with your website open in another tab. Tick what's true today, not what you're planning to fix.

20 POINTS

4 AREAS

10 MINUTES

01 Design

How it looks and feels in the first five seconds.

- ☐ Your site looks clean and professional on a phone, not just a desktop.
- ☐ Your logo, colours, and fonts are consistent across every page.
- ☐ Photos are real, recent, and actually show your work, not generic stock images.
- ☐ Text is easy to read at a glance, no cramped paragraphs or tiny fonts.
- ☐ Your homepage loads quickly, ideally within 3 seconds.

02 Copy

What it actually says, and to whom.

- ☐ The homepage headline says what you do and who it's for, not just your business name.
- ☐ Every page answers what's in it for the customer, not just what you offer.
- ☐ There's no unexplained jargon a new visitor wouldn't understand.
- ☐ Each service has its own clear description, not one paragraph trying to cover everything.
- ☐ The tone sounds like a real person, not a generic template.

03 SEO basics

Whether people can actually find you before they judge you.

- ☐ Your page titles clearly describe the service or topic, with your location included where relevant.
- ☐ Every page has a unique page title and meta description, not the same one copied everywhere.
- ☐ Your Google Business Profile is linked to your website and matches its details exactly.
- ☐ Images use descriptive file names and useful alt text rather than generic labels.
- ☐ Your site is registered with Google Search Console, so you can see how it's actually performing.

04 Conversion

What happens once someone's already on the page.

- ☐ Every page has one obvious next step, like call, message, or book, not five competing options.
- ☐ Your main call to action is easy to find on both desktop and mobile.
- ☐ Your website includes genuine reviews, testimonials, results or examples of your work.
- ☐ The quote or contact form asks for the minimum needed, not fifteen fields.
- ☐ There's a clear response-time expectation, so visitors know when they'll hear back.

YOUR RESULTS

Count your ticks

Out of 20 total, across all four areas.

1 tick = 1 point.

16-20

Your website is doing its job. Focus on small, considered improvements rather than a rebuild.

10-15

You're getting there. A few gaps may be costing you enquiries you could otherwise be getting.

0-9

Your website may be working against you. Fix the foundations before spending more to drive traffic to it.

Want a second pair of eyes on this?

I review websites like this with business owners every week. Book a free 20-minute strategy call and I'll walk through what you found and help you work out what to fix first.

Book a free strategy call → jo-bloom.com