

The 10-Point Website Health Checklist

Ten things worth checking on your own website. No jargon, no tools to install, and nothing here needs a developer. Most take under five minutes.

How to use this

Work down the list and tick what already passes. Anything left unticked is a specific, fixable problem - not a vague sense that the website could be better. Three or more unticked is usually where the lost calls are hiding.

1 Does it load before they give up?

☐

CHECK IT Open your site on your phone, on cell data, not wi-fi. Count the seconds until you can read something.

PASSES IF Under 3 seconds. Past 3, roughly half of mobile visitors leave - and they leave before they ever see your name.

2 Can they call you in one tap?

☐

CHECK IT On your phone, look at your homepage without scrolling. Is your phone number visible, and does tapping it start a call?

PASSES IF Number visible immediately and tappable. On a service business, the phone is the conversion - not the contact form.

3 Does it say where you work?

☐

CHECK IT Search your own site for the names of the towns you serve. If they appear nowhere, Google has nothing to match against.

PASSES IF Every town you cover named in real sentences, ideally with a page for the ones that matter most.

4

Is your Google listing actually filled in?

☐

CHECK IT Search your business name. Look at the panel on the right: category, hours, photos, recent reviews.

PASSES IF Specific primary category, current hours, ten or more real photos, and reviews from this quarter. Complete profiles get 70% more visits.

5

Are reviews still arriving?

☐

CHECK IT Check the date on your most recent Google review.

PASSES IF Something within the last 60 days. Twenty reviews from three years ago read worse than six from this spring.

6

Does every page tell them what to do next?

☐

CHECK IT Open any page and ask: what is the one thing I want this person to do? Is it obvious within a second?

PASSES IF One clear action per page - call, book, request a quote. Three competing buttons is the same as none.

7

Does it work without a mouse?

☐

CHECK IT Press Tab repeatedly on your homepage. Watch where the highlight goes.

PASSES IF You can reach every link and button, and you can always see which one is selected. This is also the single most common accessibility complaint.

8

Does your name, address and phone match everywhere?

☐

CHECK IT Compare your website, Google, Yelp and Facebook. Look for 'St' versus 'Street', old suite numbers, a phone number you stopped using.

PASSES IF Byte-for-byte identical everywhere. When these disagree, you quietly drop in local results and nobody tells you why.

9

Is it secure, backed up and current?



CHECK IT Look for the padlock in the address bar. Then ask yourself when the site was last backed up, and who would restore it.

PASSES IF HTTPS on every page, automatic off-site backups, and someone applying updates. Most hacked small-business sites were simply out of date.

10

Do you know if any of this is working?



CHECK IT Can you say how many people called you from the website last month?

PASSES IF Analytics installed and actually read, plus your Google profile's call and direction numbers. Without it you are guessing about where your money goes.

How did you do?

8 to 10 ticked

Your site is in good shape. Keep reviews arriving and content going up, and it will stay that way.

5 to 7 ticked

The foundation is there and the gaps are worth closing. These are usually cheap fixes with a visible result.

4 or fewer

Your website is costing you work rather than bringing it in. Worth a serious look before you spend anything on advertising.

Want us to run it for you?

Riva, the assistant on our homepage, checks speed, SEO, accessibility and mobile friendliness on any site in about a minute. It is free, there is nothing to install, and you are not signing up for anything.

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