

FREE RESOURCE

Website Readiness Checklist

A practical pre-project review for small-business websites.

Use this resource to plan clearly, identify gaps and decide the next practical action.

How to use it

Work through each item honestly. Mark complete, needs improvement or not applicable. Prioritize the items that affect trust, customer action, quality or business control.

1. Business clarity

A useful website begins with a clear business purpose.

- The primary audience is defined in one sentence.
- The website has one primary business goal, such as enquiries, bookings, sales or applications.
- The main services or products are grouped logically.
- The value proposition explains why the business is a relevant choice.
- The geographic service area is stated where it affects the offer.

2. Trust and credibility

Visitors need evidence and reassurance before taking action.

- The business name, email and phone or WhatsApp details are easy to verify.
- The About content explains who is behind the business and how the work is approached.
- Real testimonials are used only with permission.
- Portfolio and sample work are labelled honestly.
- Policies, guarantees, qualifications or industry details are included only when accurate.

3. Messaging and content

Each page should help a visitor understand and decide.

- The homepage headline explains what the business helps customers achieve.
- Every service page describes the problem, solution, deliverables and next step.
- Paragraphs are short enough to scan comfortably.
- Buttons use specific actions such as Request a Quote or Book a Call.
- Claims are supported and no results are invented.

4. Usability and mobile

The customer journey should remain clear on a phone.

- Navigation is short and understandable.
- Text is readable without zooming.
- Buttons are large enough to tap accurately.
- Forms ask only for information required at that stage.
- Images do not push important content too far down the page.
- The page can be used with a keyboard and visible focus states.

5. Search foundations

Basic search signals help search engines interpret the page.

- Each important page has a unique title.
- Each page has one clear primary heading.
- Meta descriptions summarize the page accurately.
- Image alternative text describes meaningful images.
- Related pages link to each other naturally.
- The website has an XML sitemap and is connected to relevant search tools.

6. Enquiry journey

A visitor should always know how to take the next step.

- A primary call to action appears near the top of key pages.
- Contact information is available in more than one appropriate format.
- Forms confirm successful submission.
- A clear response-time expectation is shown.
- Enquiries are stored or forwarded reliably and tested regularly.

Priority action: choose the three incomplete items most likely to affect trust or enquiries, assign an owner and set a realistic completion date.