Your Must-Do Website Review

Three short reviews, one from each session. Do all three now, then again every three months. Each takes about 30 minutes.

1 Website review (Session 1: build it right)

- [ ] My website is in my name: domain, hosting and platform logins saved somewhere safe
  Never let someone else own your domain for you.
- [ ] The homepage passes the five-second test
  Ask a friend: what do we do, who is it for, and what should you do next?
- [ ] Phone number, location or service area are easy to find on every page
- [ ] The padlock (HTTPS) shows, and the site works well on my phone
- [ ] Hours, prices, photos and team details are up to date
- [ ] Every image has a short description (alt text)

2 SEO review (Session 2: get found)

- [ ] My Google Business Profile is claimed, verified and complete
  Category, hours (including holidays), services, photos and a reply to every review.
- [ ] Name, address and phone number match everywhere
- [ ] Each main service has its own page, with a clear title and one main headline (H1)
- [ ] My sitemap is submitted in Google Search Console, and Bing is imported
- [ ] I answer at least one real customer question on my site
  Use "People also ask" for ideas, and write the answer in your own words.
- [ ] My site is fast enough and readable
  Check pagespeed.web.dev and wave.webaim.org.

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Your Must-Do Website Review (continued)

3 Conversion review (Session 3: turn visitors into customers)

- [ ] The homepage headline says who it's for and what problem I solve
- [ ] One clear primary action on every page, with words that say what happens next
- [ ] Proof is near the top, and common concerns are answered
  Reviews, photos, prices or quote expectations, delivery times, policies.
- [ ] My form asks only for what I need, and I tested that it arrives
- [ ] A confirmation message says what happens next, and I follow up when I promised
- [ ] My main action is tracked as a key event in Google Analytics, and I know my conversion rate

4 My scorecard

Date of this review, and who did it:

The three most important fixes, in order:

Visits, inquiries and conversion rate this month:

Date of my next review (three months from today):

Maple Lane's story, start to finish (fictional)
Session 1: they planned one main action (request a catering quote), one best customer (office planners) and five clear pages. Session 2: Maria searched "office catering Dorchester" and found them. Session 3: she trusted the details and requested a quote. Maple Lane followed up, and the order came when she said yes.

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