



Website Health Checklist

25 critical checks every service business website should pass before it's ready to generate leads.

25
CHECKS

5
CATEGORIES

5 min
TO COMPLETE

1 Performance & Speed

- Page loads in under 3 seconds on mobile
- Largest Contentful Paint (LCP) is under 2.5s
- Cumulative Layout Shift (CLS) is under 0.1
- Images are compressed and use modern formats (WebP/AVIF)
- No render-blocking scripts above the fold

2 Mobile Usability

- Viewport meta tag is set correctly
- Text is readable without zooming (min 16px body)
- Tap targets are at least 44×44 pixels
- No horizontal scrolling on any page
- Phone number is tappable (tel: link)

3

SEO & Search Visibility

- Unique title and meta description on every page
- One H1 per page with primary keyword
- Images have descriptive alt text
- Valid XML sitemap submitted to Google Search Console
- Local Business schema (JSON-LD) on homepage

4

Design & Trust

- Professional logo visible in header
- At least 3 real customer testimonials with names
- Business address and phone number on every page
- Clear brand colours used consistently
- No broken links, typos, or placeholder content

5

Conversion & Lead Gen

- Primary call-to-action visible without scrolling
- Contact form has fewer than 5 required fields
- Click-to-call button on mobile
- Trust signals (reviews, guarantees, licences) visible
- Thank-you page with clear next step after form submit

YOUR SCORE

How Did You Do?

Count every box you checked, then find your tier below. Each check represents a real improvement your visitors and Google will notice.

22–25

● **Excellent — top 5%**

Your site is a serious lead-generation asset. Focus on content, conversion testing, and scaling.

17–21

● **Good — a few quick wins from great**

Solid foundation. Fix the handful of misses and you'll outperform most of your competitors.

10–16

● **Below average — missing fundamentals**

Your site is actively costing you leads. The fixes aren't hard, but they need to happen.

< 10

● **Critical — rebuild recommended**

Every day this site is live, potential customers are calling your competitors instead.

Want us to score your site for you?

Book a free audit. I'll review your site live and tell you exactly what's broken and how to fix it.

Let's Talk