

Website Health Checklist

25 Critical Checks Every Service Business Website Needs to Pass

Score your website out of 25. Each check is worth 1 point. Be honest — this is for your benefit.

Score Range	Rating	What It Means
21 – 25	Excellent	Your site is a competitive advantage. Focus on optimization.
16 – 20	Good	Solid foundation with room for improvement in key areas.
11 – 15	Needs Work	Your site is likely losing you customers. Time to invest.
0 – 10	Critical	Your website is actively hurting your business. Act now.

SECTION 1: First Impressions & Design

■ **Does your homepage clearly state what you do and who you serve within 3 seconds?**

Visitors decide in seconds. If they can't tell what you offer immediately, they leave.

■ **Does your website look professional and modern (not outdated or templated)?**

Design quality signals service quality. An outdated site makes people question your business.

■ **Is your branding consistent (logo, colors, fonts) across all pages?**

Inconsistency erodes trust. Every page should feel like it belongs to the same business.

■ **Do you have high-quality images (not obvious stock photos)?**

Real photos of your team, work, and location build trust far more than generic stock images.

■ **Is there a clear call-to-action above the fold on every page?**

Every page should guide visitors toward contacting you, booking a service, or requesting a quote.

SECTION 2: Mobile & Performance

■ **Does your site load in under 3 seconds on mobile?**

Test at PageSpeed Insights. 53% of mobile users leave if a page takes more than 3 seconds to load.

■ **Does your site look and function properly on mobile phones?**

Over 60% of local searches happen on mobile. Test on a real phone, not just a desktop browser.

■ **Are buttons and links easy to tap on mobile (not too small or too close together)?**

Tiny tap targets frustrate users. Buttons should be at least 44x44 pixels.

■ **Does your site work on all major browsers (Chrome, Safari, Firefox, Edge)?**

Cross-browser issues are invisible to you but visible to potential customers.

■ **Is your Google PageSpeed Insights score above 80 on both mobile and desktop?**

Google uses page speed as a ranking factor. Below 80 means lost rankings and lost leads.

SECTION 3: SEO & Discoverability

■ **Does your site appear on the first page of Google for your main service + city?**

If you're a plumber in Toronto, search 'plumber Toronto.' If you're not on page 1, you're invisible.

■ **Does every page have a unique, descriptive title tag and meta description?**

These are what show up in Google results. Generic titles like 'Home' waste your ranking potential.

■ **Do you have a Google Business Profile that's fully optimized?**

GBP is the #1 driver of local pack rankings. Complete every field, add photos weekly.

■ **Is your NAP (Name, Address, Phone) consistent across your site and all directories?**

Inconsistent business info confuses Google and hurts your local rankings.

■ **Does your site have schema markup (structured data) for local business?**

Schema helps Google understand your business type, hours, and service area for rich results.

SECTION 4: Trust & Conversion

■ **Do you display real customer testimonials or Google reviews?**

Social proof is the most powerful persuasion tool. Real names and businesses are best.

■ **Is your phone number clickable and visible on every page?**

Many visitors just want to call. Make it one tap away, especially on mobile.

■ **Do you have a simple, working contact form that's easy to find?**

Test it yourself. Broken forms are more common than you'd think, and they silently lose you leads.

■ **Do you display trust signals (licenses, certifications, insurance, associations)?**

Badges and credentials reduce perceived risk, especially for home service businesses.

■ **Is your pricing (or at least 'starting from' ranges) visible on the site?**

Hiding pricing forces unnecessary phone calls. Transparent pricing attracts better-qualified leads.

SECTION 5: Content & Maintenance

■ **Is all the information on your site accurate and up-to-date?**

Wrong hours, old team members, or discontinued services destroy credibility.

■ **Does your site have an SSL certificate (shows 'https' and lock icon)?**

Without SSL, browsers show 'Not Secure' warnings. This kills trust instantly.

■ **Do you have a blog or resources section with helpful content?**

Regular content signals expertise and helps you rank for long-tail keywords.

■ **Are there any broken links, missing images, or error pages?**

Run a free check at brokenlinkcheck.com. Broken links signal neglect.

■ **Do you have analytics installed and do you actually review them?**

If you don't measure, you can't improve. Google Analytics is free and essential.

YOUR SCORE: _____ / 25

Scored below 20?

Book a free 30-minute website audit with Summit Webcraft.

We'll review your site live, identify the biggest opportunities, and give you a clear action plan — no obligation.

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