

# The Small Business Website Quick Check

A practical 40-point review for owners who want a website that looks trustworthy, works well, and turns visitors into customers.

## FREE COMPANION RESOURCE

Companion to Book 2 - The Small Business Website Playbook

- + Review trust, conversion, mobile usability, security, SEO, and local visibility.
- + Score the site without needing developer tools.
- + Turn the results into a short, prioritized improvement list.

**How to use this:** Work through the pages, mark what applies to you, and keep the PDF as a practical reference. This resource is intentionally concise; the full book goes deeper into the why, how, and real-world implementation.

*Learn WordPress from the root up.*

# 1. Trust & First Impression

A visitor decides very quickly whether a business website feels current and credible.

## Identity & clarity

- ☐ The homepage clearly says what the business does and who it serves.
- ☐ The business name, logo, phone number, and primary contact method are easy to find.
- ☐ The site uses a real domain name and a professional email address.
- ☐ The design looks current, consistent, and intentional.
- ☐ The About page explains who is behind the business and why customers can trust them.

## Proof & confidence

- ☐ Real customer reviews or testimonials appear in appropriate places.
- ☐ Photos are relevant, clear, and preferably show the real business, team, work, or products.
- ☐ Policies, service areas, hours, pricing guidance, or expectations are easy to understand.
- ☐ Visitors can identify the next step without hunting for it.
- ☐ The site does not contain obvious placeholder text, broken sections, or outdated offers.

# 2. Leads & Conversion

A beautiful site is not enough. Every important page should help visitors take a useful next step.

## Calls to action

- ☐ The homepage has one clear primary call to action above the fold.
- ☐ Service pages have a relevant contact, quote, booking, or purchase action.
- ☐ Phone numbers are clickable on mobile.
- ☐ Contact forms ask only for information that is genuinely needed.
- ☐ Form submissions show a clear success confirmation.

## Contact reliability

- ☐ A recent test form submission reached the correct inbox.
- ☐ Spam protection is enabled without making the form frustrating.
- ☐ Important inquiries are stored or logged so they are not lost if email fails.
- ☐ The contact page includes more than one reasonable way to reach the business.
- ☐ Calls to action use specific wording such as Request a Quote instead of vague text such as Submit.

## 3. Mobile, Speed & Security

Most small-business visitors will meet the site on a phone. Performance and trust problems cost leads.

### Mobile & usability

- ☐ Pages are easy to read without pinching or zooming.
- ☐ Navigation works cleanly on a phone.
- ☐ Buttons and links are large enough to tap comfortably.
- ☐ Forms are usable on small screens.
- ☐ There are no intrusive popups covering important content.

### Performance & stability

- ☐ Large images are resized and compressed before or during upload.
- ☐ Pages do not feel sluggish on a normal mobile connection.
- ☐ There are no obvious layout jumps or broken visual elements while loading.
- ☐ Unused plugins, themes, and unnecessary features are kept under control.
- ☐ The site has a current backup that can actually be restored.

### Security basics

- ☐ The entire site uses HTTPS with a valid SSL certificate.
- ☐ WordPress core, active plugins, and active theme are kept updated.
- ☐ Administrator accounts use strong, unique passwords.
- ☐ Two-factor authentication is enabled for important accounts.
- ☐ Unused administrator accounts and abandoned plugins are removed.

## 4. Search & Local Visibility

A website cannot produce organic traffic if search engines and local customers cannot understand it.

### SEO foundations

- ☐ Each important page has a clear, unique title that describes its topic.
- ☐ The homepage and service pages use the words real customers use when searching.
- ☐ Important pages are linked from navigation or other relevant pages.
- ☐ The site has an XML sitemap and is connected to Google Search Console.
- ☐ Important pages are not accidentally set to noindex.

### Local business signals

- ☐ Business name, address/service area, phone, and hours are accurate and consistent.
- ☐ The Google Business Profile links to the correct website.
- ☐ Service-area or location pages provide useful original information instead of thin duplicate text.
- ☐ Reviews are actively requested and responded to where appropriate.
- ☐ The site includes useful content that answers real pre-sale customer questions.

#### Your score

**34-40** - Strong foundation. Focus on the few unchecked items that can improve conversion or reliability.

**25-33** - Good start, but several gaps may be costing visibility or leads.

**15-24** - The website needs a focused improvement plan. Prioritize trust, mobile, contact reliability, and security.

**0-14** - Treat the site as a rebuild or rescue candidate. Fix critical functionality before spending money on promotion.

## GO DEEPER WITH THE FULL GUIDE

### Book 2 - The Small Business Website Playbook

The full book expands this quick check into a practical roadmap for planning, building, improving, and maintaining a small-business website that supports real business goals.

[rooteddevguides.com](https://rooteddevguides.com)

Rooted Dev Guides resources are educational and intended to help you make informed WordPress decisions. Always test changes on a staging site and maintain a current backup before modifying a production website.