

20-Point Website Review Checklist

The exact checklist we use to grade small-business websites. Walk through it on your own site this weekend.

Passes	Needs work	Not sure
____ / 20	____ / 20	____ / 20

Speed & technical (1-5)

Free tools: PageSpeed Insights, GTmetrix, or your browser DevTools.

1. Loads in under 3 seconds on a real phone (not just fiber wifi).
2. Largest Contentful Paint under 2.5 seconds.
3. No console errors when you load the homepage.
4. Has an SSL certificate (URL starts with https://).
5. Sitemap.xml exists and is submitted to Google Search Console.

Mobile (6-9)

Open your site on your own phone. If it doesn't feel easy, it isn't.

6. Text is readable without zooming or pinching.
7. Tap targets (buttons, links) are easy to hit with a thumb.
8. Phone number is a tap-to-call link.
9. No horizontal scrolling on common phone widths (320-414px).

SEO & visibility (10-14)

Free tools: Google Search Console, free keyword tools, or your own Google search.

10. Every page has a unique title tag (under 60 characters).
11. Every page has a unique meta description (under 160 characters).
12. Site ranks on page 1 for the name of your main service plus your city.
13. Google Business Profile is claimed, verified, and matches your site info.
14. Site has at least 3 internal links pointing to your contact page.

Trust & conversion (15-17)

Visitors decide in seconds. Make those seconds count.

15. Headline on the homepage says what you do and who it's for, in plain English.
16. There's a clear next step above the fold (call, quote, book, contact).
17. You have at least 3 trust signals visible: reviews, logos, years in business, certifications, or photos of real work.

Content & clarity (18-20)

If a stranger can't tell what you do in 5 seconds, the rest doesn't matter.

18. Your services are listed in language your customers use, not industry jargon.
19. Pricing is at least roughly indicated (even a 'starts at' is fine).
20. Your most-asked questions are answered on the site - not just in your head.

What your score means

17-20 Solid foundation. Focus on conversion experiments to squeeze more from the traffic you already have.

14-16 Decent. The biggest wins are usually SEO plus mobile plus one clearer call-to-action. Expect a 20-40% lift after fixing the gaps.

10-13 Significant room. You're probably losing 30-60% of potential leads to a competitor whose site is better. Worth a real redesign or rebuild.

Under 10 Your website is actively costing you customers. Most prospects will leave in under 10 seconds. A redesign should pay for itself in the first month.

Want a free 30-minute review from a senior partner? Email info@ezwebdeals.com or visit ezwebdeals.com/contact.

- The EZwebdeals team