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WEB STRATEGY

WEBSITE AUDIT CHECKLIST

17

THINGS
YOUR SITE
MUST DO TO
WIN CUSTOMERS





// THE CHECKLIST

17 Things Your Site Must Do to Win Customers

FIRST IMPRESSION · 3-SECOND TEST

- 01 A clear headline says what you do and who you help — above the fold
- 02 Your phone number is visible and tappable in the header on mobile
- 03 A primary call-to-action (Call / Text / Book) appears without scrolling
- 04 The site loads in under 3 seconds on a phone (test on cellular, not wifi)

TRUST · WHY YOU

- 05 Real photos of your work, team, or location — not generic stock
- 06 Reviews or testimonials with names are shown on the homepage
- 07 Service area and hours are stated plainly (local SEO + buyer confidence)
- 08 Licensing, certifications, or guarantees are visible near the top

CONVERSION · TURNING VISITORS INTO CALLS

- 09 Every page ends with one obvious next step — no dead ends
- 10 Contact form asks for the minimum (name, phone, one detail)
- 11 Click-to-call and click-to-text work on every mobile screen
- 12 A sticky or floating contact button follows the visitor as they scroll

FOUNDATIONS · GET FOUND & STAY FAST

- 13 Title tags and page descriptions include your city and service
- 14 Google Business Profile is linked and the map embed is present
- 15 Images are compressed and sized for the web (speed = ranking)
- 16 The site is fully readable on a phone without pinching or sideways scroll
- 17 Analytics is installed so you can see what visitors actually do