

Core pages

☐ Homepage	Notes: _____
☐ About page	Notes: _____
☐ Individual service or product pages	Notes: _____
☐ Contact page	Notes: _____
☐ Privacy policy	Notes: _____
☐ Terms and conditions, where necessary	Notes: _____

Trust content

☐ Testimonials and reviews	Notes: _____
☐ Relevant case studies	Notes: _____
☐ Team information and real photographs	Notes: _____
☐ Accurate qualifications and accreditations	Notes: _____
☐ Genuine project or product examples	Notes: _____
☐ Guarantees and warranties, where applicable	Notes: _____

Keep the checklist relevant.

This is not a scorecard where the website with the most ticks automatically wins. A small retailer may need strong product categories, payment information and delivery details, while a consulting firm may need detailed service pages and an easy consultation-booking process. Relevance matters more than volume.

Priority actions

1	Action: _____ Owner: _____ Due date: _____
2	Action: _____ Owner: _____ Due date: _____
3	Action: _____ Owner: _____ Due date: _____

Small Business Website Checklist

Use this checklist when planning a new website or reviewing an existing one.
Tick the items that are relevant, then note what needs attention.

Conversion elements

☐ Clear calls to action	Notes: _____
☐ Easy-to-find contact details	Notes: _____
☐ Short enquiry forms	Notes: _____
☐ WhatsApp or booking functions, where relevant	Notes: _____
☐ Accurate trading hours	Notes: _____
☐ Clear service areas	Notes: _____
☐ Useful information about what happens next	Notes: _____

Technical foundations

☐ Mobile-responsive design	Notes: _____
☐ Fast page loading	Notes: _____
☐ SSL security	Notes: _____
☐ Reliable hosting	Notes: _____
☐ Regular backups	Notes: _____
☐ Website and software updates	Notes: _____
☐ Analytics and privacy controls	Notes: _____
☐ Google Search Console setup	Notes: _____
☐ Search-friendly page information	Notes: _____
☐ Working forms and notification emails	Notes: _____
☐ Ongoing maintenance	Notes: _____

