

Website Health Check

A practical checklist for local business owners

Website: _____ Reviewed on: _____

01 Your first impression

Can a new visitor tell what you do, who you help, and where you work within a few seconds?

Write one clear sentence about your main service and location.

☐ Looks good ☐ Needs attention ☐ Not sure

02 Mobile experience

On your phone, can you read the text and use the menu without zooming or scrolling sideways?

Check your homepage, main service page, and contact page.

☐ Looks good ☐ Needs attention ☐ Not sure

03 Contact paths

Do phone links, email links, forms, booking buttons, and confirmation messages work?

Send a test inquiry yourself and confirm it arrives at the intended destination.

☐ Looks good ☐ Needs attention ☐ Not sure

04 Service information

Are services, service areas, hours, prices where appropriate, and next steps current?

Identify the three details customers most often ask you to clarify.

☐ Looks good ☐ Needs attention ☐ Not sure

05 Trust and accuracy

Are photos, team information, credentials, and reviews real, current, and approved for use?

Remove outdated or unsupported claims and confirm image permissions.

☐ Looks good ☐ Needs attention ☐ Not sure

Continue with search, local visibility, accessibility, and care on page 2.

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06 Search basics

Does each important page have a clear title, a useful description, and a meaningful heading?

Look for missing titles, duplicate content, and unclear page names.

☐ Looks good ☐ Needs attention ☐ Not sure

07 Local consistency

Do your business name, contact details, hours, and service areas agree with your business profiles?

Compare your website with your Google Business Profile and key listings.

☐ Looks good ☐ Needs attention ☐ Not sure

08 Page loading

Do pages and images appear promptly on your phone using a normal mobile connection?

Look for oversized images, unnecessary video, and tools that slow the page down.

☐ Looks good ☐ Needs attention ☐ Not sure

09 Accessibility basics

Can you use the site with a keyboard, see focus indicators, read the text, and understand form labels?

Check image descriptions, contrast, and whether required fields have clear labels.

☐ Looks good ☐ Needs attention ☐ Not sure

10 Care and ownership

Do you know who owns the domain, who manages hosting, and how the site is backed up or restored?

Record account owners and renewal dates. Keep passwords in a secure password manager.

☐ Looks good ☐ Needs attention ☐ Not sure

Choose your top three fixes before taking on everything at once.

Want an outside perspective? Request a free review at CarolinaDigitalWorks.com/health-check.html.

This checklist is not a security assessment, compliance audit, or guarantee of results.