

Website address: _____

Date: _____

Five pages checked: _____

For each check, tick Yes, No or Not sure, note which page the problem is on, and mark each No as High, Medium or Low priority.

#	Check	What to look for	Yes / No / Not sure	Notes	Priority	DIY or professional
Can Google find your website?						
1	Your site appears in Google	Search Google for site:yourdomain.com. Do pages from your site appear? This is only a quick indication; Google Search Console is the more reliable way to inspect index coverage	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	Either
2	Your key pages appear	Search Google for the exact title of each of your five pages, in quotes, with your business name	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	Either
3	One secure address	Type your address with and without www, and with http://. Do all versions redirect to the same HTTPS address without browser warnings?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	Professional
How you appear in search results						
4	Page titles are specific	Hover over the browser tab on each page. Does the title say what the page is and who you are?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	DIY
5	Descriptions make sense	In your site: results, read the two lines under each title. Do they describe the page?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	DIY
Is each page clear about what you offer?						
6	One clear main heading	Does each page have one obvious main heading that says what the page is about?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	Either
7	Each service has its own page	Does every main service have a page saying what it is, who it is for, where you work and what to do next?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	Either
8	Subheadings break pages up	Can you understand a page by reading only its headings?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	DIY
Can people find their way around?						
9	Services are easy to reach	From the homepage, can you reach every main service in one or two clicks?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	Either
10	Pages link to each other	Do pages link to related pages using words that describe the destination, not "click here"?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	DIY
11	No dead ends	Click every menu item and the main links on your five pages. Does anything lead to an error page?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	Either

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#	Check	What to look for	Yes / No / Not sure	Notes	Priority	DIY or professional
Does it work on a phone?						
12	Usable on a phone	Open your five pages on your phone. Can you read the text and tap buttons without zooming or scrolling sideways?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	Professional
13	Loads promptly	Does the main content appear promptly on a normal mobile connection, without the page feeling slow or unresponsive?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	Professional
14	Images are handled sensibly	Are images sharp but not huge, and does each meaningful image have a short description (alt text)?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	Either
Can people get in touch?						
15	A clear next step	Does each key page show how to get in touch, without the visitor having to hunt?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	DIY
16	Enquiries arrive	Send a test through your own contact form. Does it arrive, and does the visitor see a confirmation?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	Professional
Are you visible locally?						
17	Google Business Profile is yours and accurate	Search your business name. Does the profile show the right category, hours, phone number and address or service area?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	DIY
18	Details match everywhere	Is your business name, address where applicable, phone number and service-area information consistent across your website, Google Business Profile and important listings?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	DIY
19	Reviews are recent and answered	Do you have reviews from the last few months, and have you replied to them?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	DIY
Does the site show real evidence?						
20	The site shows real evidence	Does the site show real work, real photos, a named person and current information?	☐ Yes ☐ No ☐ Not sure		☐ H ☐ M ☐ L	Either

What to fix first

1. **Anything stopping Google finding you** (checks 1 to 3). Nothing else matters until these are right.
2. **Anything stopping an enquiry** (checks 15 and 16). A broken form costs you customers today.
3. **Anything that makes key pages unclear** (checks 4 to 8). These are often quick to fix yourself.
4. **Phone, speed and navigation problems** (checks 9 to 14). These matter, but usually take more work.
5. **Local details, reviews and evidence** (checks 17 to 20). Steady, ongoing work.

Within each group, do the quick fixes first.

Your top three fixes

1. _____
2. _____
3. _____