The 20-Point Small Business Website Audit

Twenty concrete checks for search visibility, mobile usability, trust and the path to a customer inquiry.

1. Business identity

Compare your business name and phone on the homepage, contact page and Google Business Profile. Correct mismatches.

Pass / Fix / Not applicable Priority: _____ Owner: _____

2. Tap-to-call

On a real phone, tap the primary phone number and confirm the dialer shows the right number.

Pass / Fix / Not applicable Priority: _____ Owner: _____

3. Genuine service area

Name the communities you actually serve. Do not imply that a hidden service-area address is a walk-in storefront.

Pass / Fix / Not applicable Priority: _____ Owner: _____

4. Clear main offer

Ask someone to view your first screen. Can they identify your trade, location and main service without scrolling?

Pass / Fix / Not applicable Priority: _____ Owner: _____

5. Useful service pages

Give each important service a page explaining the work, common customer questions, limitations and next step.

Pass / Fix / Not applicable Priority: _____ Owner: _____

6. Local content

Include genuine local project details where useful. Remove near-identical pages that only swap city names.

Pass / Fix / Not applicable Priority: _____ Owner: _____

7. Page titles

Check the browser tabs of key pages. Use a specific, distinct title describing each page and your business.

Pass / Fix / Not applicable Priority: _____ Owner: _____

8. Meta descriptions

Give important pages a clear summary. Avoid duplicate or misleading descriptions; Google may choose different snippet text.

Pass / Fix / Not applicable Priority: _____ Owner: _____

9. Headings

Use a clear main heading and logical subheadings. Remove headings that promise services you do not offer.

Pass / Fix / Not applicable Priority: _____ Owner: _____

10. Indexability

Use Google Search Console URL Inspection on key pages. Check for accidental noindex tags or robots.txt blocks.

Pass / Fix / Not applicable Priority: _____ Owner: _____

11. Canonical URLs

Confirm each key page identifies the preferred URL and does not point to an unrelated page or test domain.

Pass / Fix / Not applicable Priority: _____ Owner: _____

12. Sitemap

Open /sitemap.xml. Include real public pages with working URLs and submit it in Search Console. A sitemap does not guarantee indexing.

Pass / Fix / Not applicable Priority: _____ Owner: _____

13. HTTPS

Visit key pages over HTTPS and check for browser warnings, broken images or mixed-content errors.

Pass / Fix / Not applicable Priority: _____ Owner: _____

14. Mobile layout

Test a narrow screen. Check readable text, reachable buttons and no sideways scrolling or overlapping content.

Pass / Fix / Not applicable Priority: _____ Owner: _____

15. Speed

Run PageSpeed Insights on your homepage and main service page. Prioritize large images and slow scripts affecting real visitors.

Pass / Fix / Not applicable Priority: _____ Owner: _____

16. Working links

Click navigation, booking and footer links. Fix broken destinations, redirect loops and links to outdated offers.

Pass / Fix / Not applicable Priority: _____ Owner: _____

17. Lead form

Submit a clearly labeled test inquiry. Confirm it reaches the right inbox, saves correctly and gives the visitor confirmation.

Pass / Fix / Not applicable Priority: _____ Owner: _____

18. Trust and consent

Verify licensing, insurance and guarantee claims. Use real testimonials and project photos only with permission.

Pass / Fix / Not applicable Priority: _____ Owner: _____

19. Accessibility

Navigate with a keyboard. Check visible focus, form labels, contrast and meaningful image descriptions.

Pass / Fix / Not applicable Priority: _____ Owner: _____

20. Lead measurement

Track completed inquiries and useful calls, not only visits. Confirm test events are counted once and handle data according to your privacy notice.

Pass / Fix / Not applicable Priority: _____ Owner: _____

ULTIMATE GROWTH SEO

Your next step

Keep this resource. Choose additional help only if it fits your business; no extra purchase is required.

Self-Serve SEO — $49/month

Run your audit and AI visibility check yourself. Each check has its own 30-day timer starting when run; availability dates can differ. Includes an SEO to-do list. No automatic background monitoring or alerts.

Explore Self-Serve

AI Vision & Strategy Board · $14/month

Executive strategy web app with six business pillars, AI roadmaps, suggested KPIs, risk scenarios and one-page executive PDF briefs. Active $49 Self-Serve subscribers pay $7/month while eligible. Cancel anytime; plus applicable tax. Browser-local storage, not cross-device syncing.

Explore AI Vision & Strategy Board

Small Business Content Calendar — $1.99

One-time bundle: 12 weeks of content ideas, printable planner and editable CSV. Plus applicable tax.

View the calendar

Hands-on SEO services

Compare service plans for help implementing improvements. Rankings, AI mentions and revenue are not guaranteed.

Compare SEO services and pricing

Clip Forge subscriber perk

Self-Serve subscribers receive 15% off all Clip Forge services for the duration of their subscription through our partner offer.

Visit the partner offer

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Official references

Google official reference

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