Zentorum Agency

FREE CHECKLIST

27 things your *small-business* website needs

Plain, honest and quick to use. Open your own site, go through the list and tick what you already have. Fix the gaps one by one.

How to use it

Five sections: speed, trust, mobile, SEO basics and conversion. Each item is one small job. Do not try to fix everything in a day. Start with the ones you cannot tick.

01 Speed

Slow sites lose people before they read a word.

- [ ] **1 Test on your phone, on mobile data.**
  Open your site away from Wi-Fi. If nothing useful shows in a few seconds, start here.
- [ ] **2 Shrink your photos before uploading.**
  A photo straight off a phone can be many megabytes. Resize it to the size it is shown.
- [ ] **3 Use modern image formats.**
  WebP or AVIF are much smaller than old JPEGs and PNGs. Also set image width and height so the page does not jump.
- [ ] **4 Remove what you do not use.**
  Old plugins, widgets, chat boxes and tracking scripts all add weight. Delete the ones nobody needs.
- [ ] **5 Run a free speed test.**
  Google PageSpeed Insights is free. Fix the biggest items it flags first, not all of them.

02 Trust

Strangers decide in seconds if you look real.

- [ ] **6 Show the padlock (HTTPS) on every page.**
  If the browser says Not secure, many visitors leave.
- [ ] **7 Use real photos.**
  Your place, your team, your work. Stock photos are fine for a few spots, not for the whole site.
- [ ] **8 Show real reviews.**
  Use real customer words, with permission. Never invent them.
- [ ] **9 Put your contact details in the footer.**
  Business name, phone, email and the area you serve, on every page.
- [ ] **10 Write an About page with a human in it.**
  Say who you are, what you do and why. A face and a name help.
- [ ] **11 Add privacy and terms pages.**
  If you collect emails or take payments, people expect them. Ask a professional if unsure.

03 Mobile

Most small-business visitors are on a phone.

- [ ] **12 Make text easy to read.**
  About 16 px or bigger. Nobody should need to zoom.
- [ ] **13 Make buttons easy to tap.**
  Give buttons and links room for a thumb, with space between them.
- [ ] **14 Make your phone number tap-to-call.**
  One tap should start the call.
- [ ] **15 Skip full-screen pop-ups on phones.**
  They cover the page and are hard to close. Use a small banner instead.
- [ ] **16 Test on real phones.**
  Try an iPhone and an Android, in Safari and Chrome. Emulators miss things.

04 SEO basics

Help Google understand who you are and where you are.

- [ ] **17 Give every page its own title.**
  Say what it is and where, for example: Hair salon in Austin | Your Name.
- [ ] **18 Write a meta description that invites a click.**
  One or two plain sentences. It is the small text under your title in Google.
- [ ] **19 Use one main heading (H1) per page.**
  Then smaller headings in order. It helps readers and search engines.
- [ ] **20 Claim your Google Business Profile.**
  Keep the name, address and phone the same as on your website.
- [ ] **21 Add alt text to images.**
  Short, honest descriptions. They help screen readers and image search.
- [ ] **22 Submit a sitemap in Google Search Console.**
  Then check that your main pages are listed as indexed.

05 Conversion

A visit only counts if someone acts.

- [ ] **23 Pick one main action per page.**
  Call, book or buy. Make it visible on a phone without scrolling.
- [ ] **24 Say what you do in the first screen.**
  What you offer, who it is for and where. Plain words.
- [ ] **25 Keep forms short.**
  Ask only what you need to reply. Every extra field loses some people.
- [ ] **26 Explain your prices.**
  A price, a starting price or how pricing works. Hiding it makes people guess the worst.
- [ ] **27 Test your own form every month.**
  Send yourself a message. A broken form costs customers you never see, and a slow reply loses the rest.

Want a hand with the gaps?

Book a free 30-minute call. We look at your site with you and tell you the three fixes that matter most. No pressure, no jargon.

zentorumagency.com/contact · 512-241-5531

Or ask for a free homepage mockup.

This list is general advice, not a guarantee of results. Every business is different. Get the weekly Web Wins tip at zentorumagency.com/27-things/