Small Business Website Self-Assessment Checklist

A Quick Guide to See Where Your Website Can Improve

Use this checklist to evaluate your current website.
Check off what's working well and highlight areas that may need attention.
Perfect for planning a website refresh or redesign.

1. First Impressions & Branding

☐ My website clearly explains **what my business does** within 5 seconds
☐ My logo is clear, professional, and properly sized
☐ Colors and fonts are consistent throughout the site
☐ The overall design reflects my brand and audience
☐ The site looks modern and not outdated

Notes / Opportunities for Improvement:

2. Mobile & Device Experience

☐ My website looks great on mobile phones
☐ Text is easy to read without zooming
☐ Buttons and links are easy to tap
☐ Images resize properly on different screens
☐ No content is cut off or misaligned

Notes / Opportunities for Improvement:

3. Navigation & Usability

☐ Visitors can easily find what they're looking for
☐ The main menu is simple and not cluttered
☐ Important pages are no more than 1–2 clicks away
☐ My contact information is easy to find
☐ Pages load quickly and smoothly

Notes / Opportunities for Improvement:

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4. Content & Messaging

☐ My homepage speaks directly to my ideal customer
☐ Headlines clearly communicate value, not just features
☐ Content is clear, concise, and easy to understand
☐ Grammar and spelling are accurate
☐ My website content feels current and relevant

Notes / Opportunities for Improvement:

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5. Calls to Action (CTAs)

☐ Each page has a clear next step for visitors
☐ CTAs stand out visually
☐ Buttons use action-oriented language (Contact Us, Get Started, etc.)
☐ Contact forms are simple and easy to complete
☐ I know exactly what I want visitors to do

Notes / Opportunities for Improvement:

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6. Trust & Credibility

☐ My business contact details are visible and accurate
☐ I include testimonials, reviews, or client logos
☐ About page clearly explains who I am and why I do this
☐ My site feels trustworthy and professional
☐ Any certifications, affiliations, or credentials are shown

Notes / Opportunities for Improvement:

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7. Performance & Technical Basics

☐ Pages load quickly
☐ Images are optimized and not oversized
☐ Links work properly (no broken links)
☐ My site is secure (HTTPS)
☐ Forms and features function correctly

Notes / Opportunities for Improvement:

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8. SEO & Visibility Basics

☐ Each page has a clear purpose and topic
☐ Page titles and headings make sense
☐ Images include descriptive text (alt text)
☐ My business location is easy to find (if applicable)
☐ I know how people are finding my site

Notes / Opportunities for Improvement:

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9. Goals & Growth Readiness

☐ My website supports my current business goals
☐ It can grow with my business
☐ I feel confident sending people to my site
☐ My website reflects the quality of my work
☐ I have a plan for future updates

Notes / Opportunities for Improvement:

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Final Reflection

What are the top 3 areas your website could improve?

1. _____

2. _____

3. _____

Next Step

If you checked **more than a few boxes with uncertainty**, your website may be holding your business back. A thoughtful refresh can improve clarity, trust, and conversions—without starting from scratch.

👉 ***Need help identifying next steps? Let's talk.*** *Email me: michael@infaithbydesign.com*