

Small Business Website Checklist

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Basics

- ☐ Your business name, logo and what you do are clear at the top of the home page
- ☐ Phone, email and WhatsApp are easy to find and tap on a phone
- ☐ Your service area and business hours are stated
- ☐ Pages load quickly and work on phones, tablets and computers

Getting enquiries

- ☐ Every page has a clear next step (call, WhatsApp or request a quote)
- ☐ Your contact form has been tested and you actually receive the messages
- ☐ Prices or a 'from' price are shown where possible

Trust

- ☐ Real photos of your work, team or premises (no misleading stock claims)
- ☐ Genuine reviews only — never invented testimonials
- ☐ Your site uses HTTPS (padlock in the browser)
- ☐ A Privacy Policy explains how you handle personal information (POPIA)

Being found

- ☐ Each page has its own title and description
- ☐ Your Google Business Profile is set up and links to your website
- ☐ Your address and phone match everywhere online

Keeping it healthy

- ☐ Software, plugins and security updates are applied regularly
- ☐ Backups are taken and you know how to restore them
- ☐ Content (prices, services, specials) is reviewed at least every quarter
- ☐ You own your domain name and know where it is registered