

Business Website Readiness Checklist

Use this checklist to review whether your website is ready to support Google searches, referrals, social media traffic, and real customer inquiries.

Quick Website Score

- Homepage says what you do, who you help, and where you serve.
- Mobile layout is readable without pinching or fighting the page.
- Main call-to-action is visible near the top and repeated naturally.
- Service area and local keywords are written naturally.
- Contact, booking, or quote path is easy to complete.
- Domain, hosting, email, and form access are controlled properly.

1. First Impression

- Does the top headline explain the business in one clear sentence?
- Can a visitor tell what city or service area you serve?
- Is the main button obvious: call, book, request quote, or email?
- Does the page look professional on a phone?

2. Lead Flow

- Is there a phone number, email, booking link, or form within easy reach?
- Does every major section guide the visitor toward a next step?
- Are forms short enough that people will actually finish them?
- Do thank-you pages or follow-up instructions explain what happens next?

3. Local SEO Basics

- Does the title tag include your service and location when appropriate?
- Does the page mention nearby cities naturally?
- Are service pages specific enough for Google to understand them?
- Does your Google Business Profile point to the right website page?

4. Trust Signals

- Do you show who owns or runs the business?
- Do you include clear services, pricing guidance, process, FAQs, or examples?
- Do you have policy pages and honest expectations?
- Do visitors know why they should choose you over another local option?

5. Practical Security Setup

- Do you control the domain, hosting, website files, and recovery email?
- Are forms protected from spam and collecting only what you need?
- Is HTTPS active?
- Are old users, old passwords, and unnecessary access removed?

Want help reviewing this?

Book a free call at endpointwinguard.com to figure out whether you need a new website, redesign, local SEO cleanup, or practical security setup first.