

WEBSITE CHECKLIST FOR SMALL LOCAL BUSINESSES

# Local Business Website Checklist

10 practical fixes that help nearby customers find you, trust you, and contact you.

Use this before a redesign, after a slow season, or anytime your website feels present but not productive. The goal is simple: make the next customer easier to win.

## Be found

Local search cues, service areas, and clear structure.

## Earn trust

Reviews, photos, proof, details, and confidence builders.

## Get contacted

Calls, forms, bookings, directions, and quote requests.

# Can a nearby customer understand you, trust you, and act quickly?

A local business website does not need to be complicated. It does need to answer the questions customers ask before they call, book, visit, order, or request a quote.

## Scan on your phone

If the next step is hard on mobile, the site is leaking opportunity.

## Think like a new customer

They need clarity, proof, and a reason to choose you over nearby options.

## Fix the biggest leak first

Start where confusion, doubt, or friction is costing inquiries.

### QUICK RULE

If a visitor has to hunt for what you do, where you serve, why you are trustworthy, or how to contact you, the site is making the customer work too hard.

## First-screen clarity

01

The first screen should say what you do, where you do it, who you help, and what the visitor should do next.

Can someone understand your business in five seconds without scrolling?

## Mobile contact path

02

Calls, forms, booking, ordering, and directions should be easy to find and use on a phone.

Can a mobile visitor call or request help without pinching, searching, or backing out?

## Local service cues

03

Nearby customers need to know you serve their area. Google also needs consistent location and service signals.

Are your city, service areas, neighborhood cues, hours, and directions clear?

## Strong call to action

04

A good website does not just describe the business. It gives the visitor a confident next step.

Is the main action specific: call, book, order, request a quote, or get directions?

# Make the business feel current, real, and safe to choose.

People compare local businesses quickly. The site should reduce hesitation with proof, details, and signs that the business is active.

## Current

Hours, offers, services, photos, and seasonal details feel alive.

## Specific

The page says exactly who the business serves and what problems it solves.

## Proven

Reviews, work examples, credentials, and FAQs support the decision.

## Reviews and reputation proof

05

Reviews help visitors feel they are not taking a risk. They also support your Google presence.

Are recent reviews, testimonials, or reputation links visible near decision points?

## Real photos and work proof

06

Stock-looking pages feel generic. Real photos, projects, staff, food, rooms, or results make the business easier to trust.

Can a visitor see real evidence of your work, space, people, products, or results?

## Useful service details

07

Thin service pages make buyers guess. Strong pages explain fit, process, common needs, and what to expect.

Do your core services have enough detail to help someone decide you are the right fit?

## Objection answers

08

Customers often hesitate over pricing, timing, service area, experience, availability, guarantees, or what happens next.

Does the site answer the questions customers ask before they commit?

## TRUST TEST

Open your homepage next to a strong competitor. If their site looks more current, more specific, or easier to act on, your website may be losing customers before you ever hear from them.

# A website also has to work behind the scenes.

Design matters, but a business website may also need forms, booking, payments, owner-editable content, analytics, and a clean handoff after launch.

09

## Lead flow and follow-up

Every form, call button, booking link, quote request, order, or message should go somewhere useful.

**Do you know who receives each inquiry, what the customer sees, and how follow-up happens?**

10

## Website setup and ownership

The business should own critical accounts like domain, hosting, payment processor, Google profile, analytics, and email tools.

**Do you control the important accounts, or are they trapped with a past vendor?**

### You may need more than a simple site if customers need to...

- Book appointments or pay deposits
- Buy products, subscriptions, or digital goods
- Receive order, quote, or booking emails
- Update services, menus, team, posts, or products

### Avoid launching with...

- Forms that nobody monitors
- Payment accounts owned by the wrong person
- Pages that cannot be updated without help
- No test of mobile checkout, booking, or inquiries

### LAUNCH CHECK

Test every form, call path, booking link, payment flow, owner login, receipt, notification, and key mobile screen before customers use it.

QUICK SCORECARD

# Mark each area as strong, needs work, or urgent.

If you find several urgent items, start with the issue closest to revenue: calls, bookings, quote requests, orders, or high-trust proof.

### Findability and clarity

	GOOD	WORK	URGENT
First-screen clarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local service cues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Useful service details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Trust and proof

	GOOD	WORK	URGENT
Reviews visible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Real photos or work proof	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Objections answered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Action path

	GOOD	WORK	URGENT
Mobile call path	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strong call to action	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lead flow works	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Setup and ownership

	GOOD	WORK	URGENT
Accounts owned by business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Content can be updated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Analytics or tracking present	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Your next three fixes

Write the improvements most likely to create more calls, bookings, visits, quote requests, or orders.

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### Want a second set of eyes?

The Local Lift Audit reviews your website, Google presence, reviews, customer path, and highest-value opportunities.

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