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THE 10-POINT *Website Checklist*

Does your site actually book clients?

Your website should be your hardest-working employee. Booking clients while you sleep. Answering questions before they're asked.

I run two businesses and build websites and apps for business owners. These are the 10 things I check first. Grab a pen, open your site on your phone and be honest.

INSIDE

10-point audit

Your score

What's next

THE AUDIT

TICK WHAT'S *true*

One point per tick.

- ☐ **1. Who it's for, in 5 seconds**
A stranger lands on your homepage. Can they tell who you help and how, before they scroll?
- ☐ **2. One main call to action**
Book, buy, join or call. One clear button, repeated. Not six competing ones.
- ☐ **3. Works great on a phone**
Most people will find you on their phone. Text readable, buttons easy to tap, nothing cut off.
- ☐ **4. Loads fast**
Open it on your phone data. If you're waiting, so are they, and then they leave.
- ☐ **5. Real photos**
You, your space, your people. Stock photos don't build trust.
- ☐ **6. Social proof**
Real reviews, results or names people know. Let other people say you're great.
- ☐ **7. A starting point on price**
Even "programs start at" or "book a free call." Mystery pricing makes people hesitate.
- ☐ **8. Easy to contact or book**
Two clicks max. A form or booking link that actually works.
- ☐ **9. Email capture**
A reason to leave their email: a freebie, a waitlist or a newsletter. Visitors leave. Emails stay.
- ☐ **10. Google basics**
Your business name, city and services in page titles and text. A Google Business Profile that links back.

YOUR SCORE

SO, HOW'D YOU *do?*

Be honest. Nobody's grading you but you.

MY SCORE

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BIGGEST GAP

8 TO 10

Your site is pulling its weight.

Keep it fresh, keep the photos current and keep building your email list.

5 TO 7

Good bones, leaking clients.

A few fixes (usually the call to action, mobile and email capture) can make a real difference.

0 TO 4

Time for a refresh.

Your site is probably costing you clients. Don't panic. This is fixable.

WANT A SECOND SET OF EYES?

BOOK A FREE DISCOVERY CALL

Tell me what you're working on at ashleymathewson.co (Contact page). Worst case, you leave with a plan.