

Website Health Check

A practical review you can complete in just a few minutes.








This checklist helps you quickly review the key areas that influence how well your website attracts visitors, builds trust and generates enquiries.

It is not a technical audit. It is a practical self-assessment designed for business owners.

Answer each question honestly, score yourself, and use the results on page 2 to guide your next steps.

FIGURE 1. Website Health Scorecard

 CONTENT & CLARITY	 TRUST & CREDIBILITY	 MOBILE EXPERIENCE	 ENQUIRIES & ACTION	 OPERATIONS & SUPPORT
<ul style="list-style-type: none"><input type="checkbox"/> I understand what the business does.<input type="checkbox"/> Services are clearly explained.<input type="checkbox"/> Important information is easy to find.<input type="checkbox"/> The message is clear and simple.<input type="checkbox"/> There is a clear value or benefit.	<ul style="list-style-type: none"><input type="checkbox"/> Contact details are easy to find.<input type="checkbox"/> Testimonials or reviews are present.<input type="checkbox"/> Real photos or examples of work are used.<input type="checkbox"/> The website feels current and active.<input type="checkbox"/> I feel confident in this business.	<ul style="list-style-type: none"><input type="checkbox"/> Easy to read on a phone.<input type="checkbox"/> Text is large enough to read.<input type="checkbox"/> Buttons are easy to tap.<input type="checkbox"/> Pages load quickly.<input type="checkbox"/> No horizontal scrolling needed.	<ul style="list-style-type: none"><input type="checkbox"/> Clear call-to-action is visible.<input type="checkbox"/> Contact form is easy to find.<input type="checkbox"/> Phone number is clickable.<input type="checkbox"/> Next step is obvious.<input type="checkbox"/> I know how to get in touch or book.	<ul style="list-style-type: none"><input type="checkbox"/> Booking or contact process works.<input type="checkbox"/> Information is kept up to date.<input type="checkbox"/> Emails or enquiries are received.<input type="checkbox"/> The website saves time, not creates it.<input type="checkbox"/> It supports how my business works.
Score /5	Score /5	Score /5	Score /5	Score /5

YOUR SCORE



21 – 25

Excellent

Your website is working well.



16 – 20

Good

You are on the right track.



11 – 15

Needs Improvement

Some important areas need attention.



0 – 10

Review Recommended

Your website may be costing you opportunities.

WHAT TO REVIEW

 CONTENT Can a first-time visitor understand what you do within five seconds?	 TRUST Would you trust this business if you had never heard of it before?	 MOBILE Can everything be comfortably used on a phone?	 ACTION Is the next step obvious, simple and easy to take?	 OPERATIONS Does the website support the work you do behind the scenes?	 PROGRESS Would one improvement make a noticeable difference?
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Small improvements often create big results.

You do not need a completely new website to improve outcomes.

Better clarity, stronger trust signals and a clearer next step often make the biggest difference.



Complete this checklist before looking at Page 2.



Homepage QR

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Understanding Your Score

Your score shows where your website is strong and where improvements will make the biggest difference.



21 – 25
Excellent

Your website is working well for your business.

Keep it updated, maintain content and continue improving.



16 – 20
Good

You are on the right track.

There are some areas that could be stronger and help you generate more enquiries.



11 – 15
Needs Improvement

Several important areas need attention.

Improvements here will create a noticeable positive change.



0 – 10
Review Recommended

Your website may be creating barriers and losing potential customers.

A structured review is strongly recommended.

COMMON WARNING SIGNS



Visitors ask questions that should already be answered on your website.



Most enquiries arrive by phone because the website is hard to use or not trusted.



Mobile visitors leave quickly or do not scroll beyond the first screen.



The website has not been updated for a long time.



You rarely receive enquiries directly from your website.

WHERE SHOULD YOU START?

Focus on the area with your lowest score. Small improvements in the right place create the biggest impact.



LOW CONTENT SCORE

- Clarify what you do and who you help.
- Make your main services obvious.
- Highlight the key benefits.



LOW TRUST SCORE

- Add real photos.
- Include testimonials or reviews.
- Show examples of your work.
- Keep content fresh and relevant.



LOW MOBILE SCORE

- Improve text size and spacing.
- Make buttons easy to tap.
- Speed up your pages.
- Simplify navigation.



LOW ACTION SCORE

- Make your call-to-action clear.
- Simplify contact forms.
- Show your phone number.
- Guide visitors to the next step.



LOW OPERATIONS SCORE

- Review booking or contact workflows.
- Keep information accurate.
- Ensure emails and notifications work.
- Save time, reduce manual work.



Need a Second Opinion?

If you would like a professional assessment, ASR offers a structured Website Review & Action Plan that identifies practical improvements tailored to your business goals.

Get clear recommendations. Know your priorities. Take the next step with confidence.



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