FREE PHONE CHECKLIST

# Is your website losing you customers?

**12 checks you can do on your phone in 5 minutes.**

Open your website on your phone and work down the list. Tick each one that passes. Your score stays on this phone only — we can't see it.

This is a simple health check, not a Google ranking promise. We don't claim we can get you to the top of search results. We just help you spot the gaps that quietly cost you jobs.

## 01 Does it load in under 3 seconds on mobile data?

- [ ]

**WHAT TO DO** Turn off Wi-Fi, open your site on your phone using mobile data, and count to three.

**WHAT GOOD LOOKS LIKE** The page is up and readable before you hit three. Pictures can finish a moment later.

**IF IT FAILS** Most people won't wait. They hit back and call the next business.

## 02 Can they tap your phone number at the top?

- [ ]

**WHAT TO DO** Open your site on your phone and look at the top of the first screen. Tap the number.

**WHAT GOOD LOOKS LIKE** Your phone number is obvious at the top, and one tap starts a call.

**IF IT FAILS** If they can't ring you in one tap, plenty will just leave.

## 03 Does it look right on a phone, with no pinching or zooming?

- [ ]

**WHAT TO DO** Scroll the whole site on your phone. Don't pinch or turn it sideways.

**WHAT GOOD LOOKS LIKE** You can read everything and tap buttons easily, with no sideways scrolling and no pinch-to-zoom.

**IF IT FAILS** Most customers are on a phone. If it looks messy, they often assume the business is messy too.

## 04 Can they tell what you do, and which suburbs, in 5 seconds?

- [ ]

**WHAT TO DO** Open your homepage, count to five, and ask: would a stranger know what you do and where you work?

**WHAT GOOD LOOKS LIKE** Your trade or service, and the suburbs or city you cover, are clear on the first screen — no hunting around.

**IF IT FAILS** If it's fuzzy, they won't guess. They'll find someone else who says it plainly.

## 05 Does your contact form actually reach you?

- [ ]

**WHAT TO DO** Fill in your own form with your email and a short test message, then check your inbox — and your junk folder.

**WHAT GOOD LOOKS LIKE** The message arrives, usually within a minute or two.

**IF IT FAILS** A form that goes nowhere is a silent leak. People think they've got in touch, and you never know.

## 06 Do you show up on Google for your service and suburb?

- [ ]

**WHAT TO DO** Open Google on your phone (not your own website). Search your main service and suburb, like "plumber Preston" or "cafe Brunswick". Use a private tab if you can, so old searches don't get in the way.

**WHAT GOOD LOOKS LIKE** Your business shows up, ideally with your website. We don't promise any particular Google ranking — this is just a quick look at whether you're findable.

**IF IT FAILS** If you're not there, you're invisible for that search. The jobs go to whoever is.

## 07 Is your Google Business Profile linked, with real reviews?

**WHAT TO DO** Search your business name on Google. Tap the map listing. Check the website link, phone, hours and reviews.

**WHAT GOOD LOOKS LIKE** You've got a Google Business Profile, it's claimed by you, the website link works, and there are recent, genuine reviews.

**IF IT FAILS** Lots of people pick from the map and the reviews. An empty or missing listing can look like you're not a real local.

## 08 Are the photos recent and really yours — not stock?

**WHAT TO DO** Scroll your site and look at the pictures. Are they yours? Do they look current?

**WHAT GOOD LOOKS LIKE** Photos of your actual work, van, shop or team — recent, and clearly your business.

**IF IT FAILS** Stock photos feel fake. Real photos help people trust you before they call.

## 09 Can they see a price, a "from" price, or a clear quote button?

**WHAT TO DO** Look for a price, a starting "from" price, or a clear button to request a quote.

**WHAT GOOD LOOKS LIKE** People can see a starting price, or there's an obvious "Get a quote" button they can tap straight away.

**IF IT FAILS** If they can't tell what it might cost, or how to ask, many won't bother.

## 10 Is the padlock there? Does the address start with https?

**WHAT TO DO** Look at the address bar at the top of your phone's browser. You should see a padlock, and the address should start with https.

**WHAT GOOD LOOKS LIKE** The padlock is there, and your phone isn't warning that the site isn't secure.

**IF IT FAILS** A security warning scares people off, and some phones will block the page altogether.

## 11 Are your details up to date — hours, phone, and the year in the footer?

**WHAT TO DO** Check your hours, phone number, address, and the year in the footer. It should show the current year, not an old one.

**WHAT GOOD LOOKS LIKE** Hours, contact details and the year all match the business today.

**IF IT FAILS** Wrong hours or an old year makes people wonder if you're still going.

## 12 Is there one clear next step on every page?

**WHAT TO DO** On each page, ask: what should I do now — call, book, get a quote, or send a message?

**WHAT GOOD LOOKS LIKE** Every page has one clear button or link, easy to tap, that takes the next step.

**IF IT FAILS** If the next step is hidden, people drift off and ring someone else.

**YOUR SCORE**

**0**/12

Tick each one that passes as you go. Unchecked items are the ones to fix.

**10–12** looking good **6–9** losing some jobs **0–5** losing a lot of work

**Get a free website check — tightarsewebsites.com.au**

Tell us your website and we'll go through it properly, then email you a plain-English report. No charge for the check, and no ranking promises — just a clear look at what's working and what to fix. Starter websites from $495 inc. GST, or Business from $995, if you'd rather start fresh. Free preview first, live in 48 hours for Starter, 3 months free hosting (launch offer), and no lock-in.