

The 12-Point Website Health Check

A quick, no-jargon way to spot what's costing you customers.

Score one point for each box you can honestly check. Be tough on yourself — every gap is a chance to win more customers.

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1. Your value proposition is clear in 5 seconds

A first-time visitor instantly knows what you do, who it's for, and what to do next — no scrolling or guessing.

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2. There's one obvious call to action

A single, hard-to-miss primary button (Book, Shop, Call). Five equal choices make people freeze.

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3. It works beautifully on a phone

Most visitors are mobile. Text is readable, buttons are thumb-sized, nothing overlaps or scrolls sideways.

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4. It loads fast (under ~3 seconds)

Oversized images are the usual culprit. Slow sites lose visitors before they ever see your offer.

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5. Your contact method is easy to find

Phone, form, or email visible without a scavenger hunt — ideally on every page.

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6. Every form actually works

Test your contact and lead forms monthly. A broken form silently loses ready customers.

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Part two — and what your score means.



7. You have visible trust signals

Reviews, real photos of your work, a genuine About page. Proof turns visitors into buyers.



8. Navigation is simple and logical

A visitor can find anything in 2-3 clicks. Fewer menu items beats more.



9. SEO basics are in place

Unique page titles, meta descriptions, image alt text, and a sitemap so Google can find you.



10. The site is secure (HTTPS)

A padlock in the address bar. Browsers warn visitors away from sites without it.



11. No broken links or outdated content

Dead links, old years, and 'coming soon' pages quietly signal neglect. Audit regularly.



12. Analytics are installed

You can see what pages people visit and where they come from — so you improve with data, not guesses.

What your score means

10–12 — You're ahead of most. Keep it maintained so it stays that way.

7–9 — Solid foundation with a few quick wins waiting.

Under 7 — Your website is likely costing you customers. Let's fix the highest-impact items first.

Want a second set of eyes? Book a free discovery call at brandandsystems.co.

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