WEB STACK STRATEGIES

FREE CHECKLIST · 10 MINUTES

THE WEBSITE GAP CHECKLIST

10 yes-or-no checks to find where your website is losing customers, and what to fix first.

Rather have it checked for you? Run the free automatic version at webstackstrat.com/website-gap-checker

1. Open your website on your phone, like a stranger would.
2. Tick YES only if it's true today. Not sure? It's a NO.
3. Add up your YESes at the end to get your score.

PART 1 GIVE YOUR SITE ONE JOB

1 One clear action

Can you name the one thing you want visitors to do (call, book, request a quote), and does every page end with that same button?

YES ☐ NO ☐

FIX Pick one action. Put the same button at the top, middle and bottom of every page.

2 Clear hierarchy

At the top of your homepage, is the headline the biggest text and your main button the most eye-catching thing, with nothing competing?

YES ☐ NO ☐

FIX Remove sliders, pop-ups and second buttons from the top of the page. One headline, one button.

3 Five-second headline

Could a stranger tell what you do, who it's for and (if you're local) where, within five seconds of landing?

YES ☐ NO ☐

FIX Rewrite the headline as what you do + who it's for + where. Cut taglines that need explaining.

4 Short menu

Does your menu have 6 items or fewer, each one helping a visitor decide to reach out?

YES ☐ NO ☐

FIX Cut or merge pages a buyer doesn't need, and move social media links down to the footer.

PART 2 SHOW PROOF BEFORE YOU ASK

5 Social proof by the button

Is there a review, testimonial, star rating or well-known client name within one scroll of your main button?

YES ☐ NO ☐

FIX Move your best one to three reviews right next to the button, not onto a separate page.

6 **Real work, real details** YES ☐ NO ☐
Do you show real projects with your own photos (no stock) and specifics: what, where, how big, when?
FIX Give your best project its own page or section with real photos and the details.

7 **What happens next** YES ☐ NO ☐
Can a visitor see your process in 3 or 4 simple steps before they contact you?
FIX Add a short "How it works" section right above your contact button.

PART 3 MAKE THE FIRST STEP EASY

8 **One minute on a phone** YES ☐ NO ☐
Test it on your own phone: could a visitor call you or send your contact form in under a minute?
FIX Make your phone number tap-to-call, keep the form to 5 fields or fewer, and put the button at the top.

9 **A smaller first step you can follow up on** YES ☐ NO ☐
Can someone who isn't ready to call get something useful (a guide, a price range, a spec sheet) by leaving an email or phone number?
FIX Put your most useful download behind a one- or two-field form, then follow up within a day.

PART 4 SAY THE SAME THING EVERYWHERE

10 **Google matches your website** YES ☐ NO ☐
Do your Google Business Profile and social profiles show the same name, phone, hours, services and areas as your website, and link back to it?
FIX Open each listing next to your site and make every detail match. Fill in everything Google asks for.

YOUR SCORE

One point for every YES.

_____ / 10

9 – 10

You're in good shape.

Your website is doing its job, and you don't need to call us. Run this checklist again every few months, or any time you change your site.

8 or below

Your website is losing you calls.

Every NO is a visitor who left without reaching out. Book a free 15-minute call and we'll go through your NOs with you and tell you what to fix first.

Book your free 15-minute call

Or call **708.218.8405** · **calendly.com/webstackstrat/15min**