

Small Business Website Checklist:

Welcome to Your Small Business Website Checklist!

Running a small business is hard enough, your website shouldn't add to the stress. That's why we put together this checklist: a simple, step-by-step way to make sure your site is fast, secure, easy to use, and ready to help your business grow.

We've organized everything into clear categories so you can focus on one area at a time. Each item has a checkbox so you can track your progress, and if you're not sure how to mark an item off your list, each item has a brief summary of steps to take to complete it.

Think of this as your roadmap to a website that works as hard as you do, whether you're just getting started or giving your site a health check-up.

Website Performance

Performance Check	How to Check It
<input type="checkbox"/> Fast Loading Speed	Test your site with SpindleStack's Website Audit Tool . Aim for load times under 3 seconds.
<input type="checkbox"/> Mobile-Friendly Design	Manually test your site on different phones. You can also use Google Chrome's Developer Console to simulate popular device sizes. Confirm that text is easy to read and all buttons/links are accessible.
<input type="checkbox"/> Optimized Images	Check image sizes in your CMS. Enable lazy loading for images below the fold. Aim to use .WEBP or .AVIF formats where possible, and keep most images under 200 KB .
<input type="checkbox"/> Browser Caching & Minified Code	Run your site through Google PageSpeed Insights to see if caching and code minification are set up correctly.

Website Content

Content Check	What to Look For
<input type="checkbox"/> Clear Call-to-Action (CTA)	Every page guides visitors toward one next step (e.g., “Book Now,” “Get a Quote”). CTAs are visible above the fold and stand out visually.
<input type="checkbox"/> Fresh, Relevant, and Updated Content	Services, products, and business info are current. Blog/news posts show activity within the last few months.
<input type="checkbox"/> Easy Navigation	The menu is simple, with no more than 6-7 main items. Important info is never more than 3 clicks away.
<input type="checkbox"/> Dedicated Service/Product Pages	Each offering has its own page with details, not just a list. Pages are optimized for one service or product.
<input type="checkbox"/> Trust Signals	Testimonials, reviews, certifications, or portfolio examples are included where relevant.

SEO Basics

SEO Check	How to Check
<input type="checkbox"/> Title Tags & Meta Descriptions	Run your site through SpindleStack's Website Audit Tool . Each page should have a unique title and description with your target keyword.
<input type="checkbox"/> Headings (H1, H2, etc.)	Run your site through SpindleStack's Website Audit Tool . Each page should have 1 H1 only , with logical H2/H3 for subtopics.
<input type="checkbox"/> Clean URL Structure	Look at your browser bar. URLs should be short, lowercase, and descriptive (e.g., /services/web-design not /page?id=123)
<input type="checkbox"/> Internal Linking	Review each page, are you linking to at least 2-3 other relevant pages? Tools like Ahrefs or Screaming Frog . can check link counts.
<input type="checkbox"/> Canonical Tags	Use SpindleStack's Website Audit Tool to confirm. Every page should have a self-referencing canonical, and duplicates should point to the preferred version.
<input type="checkbox"/> Image Alt Tags	Right-click > Inspect an image, or use SpindleStack's Website Audit Tool . All images should have short, descriptive alt text.
<input type="checkbox"/> Sitemap & Robots.txt	Check in Google Search Console or use SpindleStack's Website Audit Tool . Your sitemap.xml should be submitted and robots.txt should allow important pages to be indexed.
<input type="checkbox"/> Local Business Schema / Structured Data	Test with Google Rich Results Test . Business details (name, address, phone, hours) should be marked up in schema for rich snippets.
<input type="checkbox"/> Analytics Enabled	Open your site and check source code for Google Analytics, GA4, or other Analytic services' tag. Confirm in your Analytics dashboard that visits are being tracked.
<input type="checkbox"/> No Broken Links	Run a check with Screaming Frog . Fix or remove any 404 errors.

Security and Trust

Security Check	How to Check
<input type="checkbox"/> Secure Forms & Payment Gateways	Test your forms by submitting dummy info. Confirm they load on HTTPS and payment providers (like Stripe, PayPal) are secure.
<input type="checkbox"/> Regular Backups	Check your hosting dashboard. Confirm backups are running daily or weekly and stored offsite.
<input type="checkbox"/> SSL Certificate (HTTPS)	Check for the padlock icon in your browser bar, or test your site with SpindleStack's Website Audit Tool to confirm your SSL is valid.

Conversion & User Experience

UX check	How to Check
<input type="checkbox"/> Clear Contact Options	Your phone number, email, or contact form should be easy to find on every page (often in the header/footer).
<input type="checkbox"/> Lead Forms / Contact Forms	Test your own forms- do they submit properly? Are you receiving the emails or leads?
<input type="checkbox"/> Chat / Support Options	If you use live chat, chatbot, or a helpdesk, test that it's visible and works on both desktop and mobile.
<input type="checkbox"/> Breadcrumb Navigation	Check product/service pages—breadcrumbs should show the path (e.g., <i>Home > Services > Web Design</i>).
<input type="checkbox"/> Accessible Design	Use the WAVE Accessibility Tool . Confirm your text has enough color contrast, alt text is in place, and font sizes are readable.

Contact & Support

We're here for you, whether you have a quick question, need help with your website, or just want to bounce around ideas. SpindleStack is your long-term partner in growth, and we're always just a call or message away.

SpindleStack

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Monday - Friday, 8:00 AM - 5:00 PM, Eastern