



Small Business Website Scorecard

A self-assessment checklist

digitalmarketingservices.pro

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Score your website across 5 categories. Check the box if your site passes. Be honest. The goal is to find what's costing your business, not to feel good about a number.

1. Speed and Performance

- Homepage loads in under 3 seconds on mobile (test at pagespeed.web.dev)
- Images are compressed and properly sized (not uploaded straight from your phone or camera)
- No broken pages or error messages when clicking through all navigation
- Google PageSpeed mobile score is 50 or above
- Site works on slow connections (3G/rural areas)

2. Mobile Experience

- Text is readable without zooming or pinching
- Buttons and links are easy to tap with a thumb
- Phone number is clickable (tap-to-call)
- Contact form works smoothly on mobile
- No horizontal scrolling required on any page

3. SEO Foundation

- Every page has a unique title tag (search "site:yourdomain.com" to check)
- Your business shows up on Google Maps with correct address and hours
- Your site has an SSL certificate (padlock icon in the browser address bar)
- You have at least 5 pages of real content (homepage, services, about, contact, blog or resources)
- Your site is indexed by Google (search "site:yourdomain.com" and confirm results appear)

4. Conversion Elements

- Clear call-to-action visible without scrolling on every page
- Contact information is in the header or visible on every page
- You have a working contact form that you actually receive submissions from (test it right now)
- Social proof is visible (reviews, testimonials, or client logos)
- Your value proposition is clear within the first 5 seconds of landing on your homepage

5. Trust Signals

- Real photos of you, your team, or your work (not just stock images)

- Physical address or service area clearly stated
- Professional email address (yourname@yourdomain.com, not a gmail or yahoo address)
- Privacy policy and terms of service pages exist
- Content has been updated within the last 6 months (check your copyright year and blog dates)

Your Total Score

Category	Score
Speed and Performance	___/5
Mobile Experience	___/5
SEO Foundation	___/5
Conversion Elements	___/5
Trust Signals	___/5
TOTAL	___/25

Scoring

- 17-25 checks: Solid foundation. Your site is working for you. Fine-tune the gaps and focus on content marketing and local SEO.
- 9-16 checks: Room for improvement. You have the basics, but competitors with better sites are winning customers you should be getting.
- 0-8 checks: Your website is costing you business. Visitors are leaving before they ever pick up the phone.

Next Step

I offer free website audits where I review your site on a screen share and show you exactly what's holding you back. No pitch, just honest feedback on what's costing you business and what to fix first.

Book your free audit: digitalmarketingservices.pro/contact/

Scorecard by Digital Marketing Services (DMS)
<https://digitalmarketingservices.pro>