Nikolas Gannon | Free resource

Website health check

Check whether your website is working for you: fast, findable, secure and turning visitors into enquiries

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Workflow automation for small service businesses

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Edition
October 2026
Free to copy and use

How to use this checklist

Most small business websites were built once and never checked against how people actually find and use them. This checklist walks you through the parts that matter most, so you know where the site is helping and where it is costing you.

What it is	A scored check of the things that decide whether a website works: speed, mobile, search visibility, trust and enquiry conversion.
Who it's for	Owners who want a website that actually brings in enquiries, not just looks fine.
How long	About an hour, mostly on a phone.
What you need	A phone, the site's analytics if you have them, and the Google search result for your business name.

How scoring works

Each section has five statements. Score each one honestly:

0 No, or we don't know

1 Sometimes, or it depends who is working

2 Yes, every time, and we could show you

If you are unsure, score it lower. Low scores show you what to fix first.

01 Fast and works on a phone

Most people find you on a phone, and they decide in seconds whether to stay.

0 = no · 1 = sometimes · 2 = yes, every time

Score each statement	0	1	2
The site loads in under three seconds on a phone network	◯	◯	◯
Text is readable without zooming	◯	◯	◯
Buttons and links are big enough to tap easily	◯	◯	◯
No page has a horizontal scroll	◯	◯	◯
The phone number is one tap to call	◯	◯	◯

Section score _____ / 10

02 Findable

Search your main service and suburb on Google, on a phone, the way a customer would.

0 = no · 1 = sometimes · 2 = yes, every time

Score each statement	0	1	2
Your business appears on the first page for your main service and suburb	◯	◯	◯
Your Google Business Profile is complete: name, address, phone, hours	◯	◯	◯
Your details match across your website, Google and directories	◯	◯	◯
You have recent reviews, and you reply to them	◯	◯	◯
Your site says clearly who you are, what you do and where	◯	◯	◯

Section score _____ / 10

03 Secure and trustworthy

People are more likely to get in touch when a site looks secure and well looked after.

0 = no · 1 = sometimes · 2 = yes, every time

Score each statement	0	1	2
The address starts with https, with a padlock	◯	◯	◯
There are no broken pages or dead links on the main pages	◯	◯	◯
Contact details and an about page exist and are real	◯	◯	◯
There is a clear privacy statement if you collect contact details	◯	◯	◯
The site does not show errors, warnings or malware warnings in search	◯	◯	◯

Section score _____ / 10

04 Built to get enquiries

A website earns its keep when it turns visitors into enquiries.

0 = no · 1 = sometimes · 2 = yes, every time

Score each statement	0	1	2
Every page has a clear next step: call, form or book	◯	◯	◯
The enquiry form is short and works on a phone	◯	◯	◯
Form submissions go to a shared place more than one person sees	◯	◯	◯
Your service pages answer the common questions before the call	◯	◯	◯
You can see how many enquiries came from the website last month	◯	◯	◯

Section score _____ / 10

Your scorecard

Copy each section score across. The lowest section is your first fix.

Section	Score	Status
1. Fast and works on a phone	_____ / 10	
2. Findable	_____ / 10	
3. Secure and trustworthy	_____ / 10	
4. Built to get enquiries	_____ / 10	
Total	_____ / 40	

8 to 10 Working **5 to 7** Partly working **0 to 4** Not working

Your three biggest gaps

01

02

03

More on websites

Two common website problems have their own checklists.

Does your site run on PHP?	The website security check walks you through a ten-minute check that it is up to date.
Are you paying for hosting and maintenance you don't need?	Static sites on a CDN are often free to host, fast, and have no PHP or plugins to update.

If the site scores low on speed or enquiries, a rebuild on a static stack often helps with both, usually at lower hosting cost. That is the kind of work I do.

About Nikolas Gannon

Nikolas Gannon	I find where small businesses lose hours and money to repeated admin, and I build the simpler system. Workflows, websites and systems, built in the tools you already use.

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BASED IN

Sydney, working across Australia