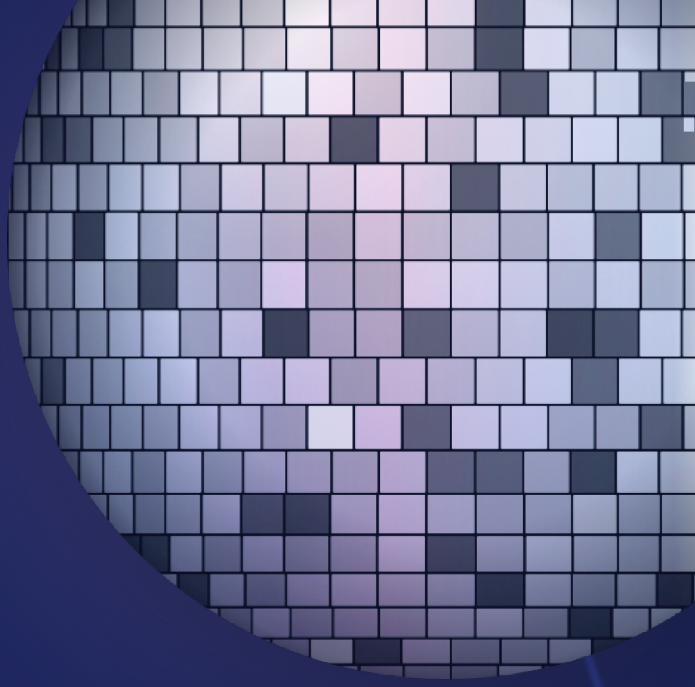
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FREE WEBSITE HEALTH CHECK

Is your website costing you business?

A quick, honest self-assessment for business owners — spot the gaps that might be quietly turning enquiries away, before they cost you the next one.

15	27	1,500+
POINT CHECK	YEARS TRADING	WEBSITES BUILT

Making your business shine online.

PART ONE

The website health check

Go through each question honestly. Don't overthink it — if you have to pause and wonder, that's usually a "no". Tick the box if you're confident the answer is yes.

FIRST IMPRESSIONS

- [ ] Can a stranger tell what your business does within 5 seconds of landing on your homepage?
- [ ] Does your site look like it belongs to your business today — not three re-brands ago?
- [ ] Would you be comfortable sending a new, high-value customer straight to it?

MOBILE & SPEED

- [ ] Have you actually looked at your own site on your phone in the last month?
- [ ] Does it load in a couple of seconds, or does it hang while images catch up?
- [ ] Can someone book, call or enquire without pinching and zooming to find the button?

TRUST & CREDIBILITY

- [ ] Are there genuine reviews, testimonials or case studies visible — not just claims?
- [ ] Is it obvious how to contact a real person, not just a faceless form?
- [ ] Does the site look secure and current (padlock, no broken pages, no expired offers)?

BEING FOUND

- [ ] Do you show up when someone searches your business name?
- [ ] Do you know roughly how many people visit your site each month?
- [ ] Is your Google Business Profile linked, accurate and matching your site?

TURNING VISITORS INTO ENQUIRIES

- [ ] Is there a clear next step on every page (call, quote form, booking — not just "learn more")?
- [ ] Do you know how many enquiries your website actually generated last month?
- [ ] Have you changed anything on the site in the last 12 months?

Scoring yourself

12–15 ticks — your site's in good shape, keep an eye on it. **7–11 ticks** — there are gaps likely costing you enquiries right now. **Under 7** — your website is probably working against you, not for you.

PART TWO

7 mistakes we see again and again

In 27 years and over 1,500 websites, the same handful of issues come up on almost every site we're asked to look at. Here's what quietly costs businesses the most.

1. **The site was built for the owner, not the customer**
   It explains the business the way the owner thinks about it, not the way a worried, in-a-hurry customer searches for it.

2. **No one's driving**
   The site was launched and then left. No new photos, no fresh copy, no changes in years — and it shows.

3. **Mobile was an afterthought**
   It was designed and approved on a desktop, but most customers are finding it on a phone, where it behaves quite differently.

4. **Too many steps to actually enquire**
   Long forms, buried phone numbers, or a "contact us" link nowhere near the thing the customer was just looking at.

5. **It looks like a template, because it is one**
   Customers have seen the same layout on three competitors' sites this week. It doesn't stand out, so it doesn't get remembered.

6. **No one's tracking what it actually does**
   The owner has no idea how many visitors turn into enquiries — so problems go unnoticed for months, sometimes years.

7. **It undersells the business**
   Real testimonials, real results and real photos exist — they're just not on the website where a new customer would see them.

One more page — how to get yours fixed ↓

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NEXT STEP

Want a second opinion — from someone who's seen 1,500 of these?

If you ticked fewer boxes than you'd like, you're not alone — and it's rarely as big a job to fix as it feels. Get a free, no-obligation review of your current site and we'll tell you honestly what's working, what isn't, and what we'd do about it.

Get my free website review shineinternet.co.uk

01299 879491 · WhatsApp 07803 600514 · info@shineinternet.co.uk

1,500+ WEBSITES BUILT

27 YEARS TRADING

5.0 ★★★★★ GOOGLE RATING

"Warren's attention to detail and knowledge is unmatched. He has created websites for both of my businesses and I can't recommend him enough."

— Philip Bertioli, Optimum Talent Management

Making your business shine online.