

STR8LINE MARKETING / FREE GUIDE

The 10-Point Website Checklist

How service businesses turn clicks into customers

A plain-English guide to the elements every business website needs
to stop losing leads and start booking more work.

The straight line between you and more customers.

Why your website is your hardest-working employee

Your website is open 24/7, never calls in sick, and is usually the first impression a customer gets of your business. Yet most small-business sites quietly lose leads every day - slow to load, confusing on a phone, or missing the few elements that actually turn a visitor into a phone call.

This checklist walks through the 10 things that matter most. Score your own site as you go. If you check fewer than 8 boxes, your website is likely costing you customers - and these are the highest-impact fixes to make first.

The 10 elements every website needs

1. Clear value proposition above the fold

Within 3 seconds, a visitor should know what you do, who you help, and why you. Lead with the outcome (more booked jobs), not jargon.

2. Fast load speed

Over half of mobile visitors leave if a page takes more than 3 seconds. Compressed images, clean code and good hosting keep you fast - and rank you higher on Google.

3. Mobile-first design

Most local searches happen on a phone. Buttons must be tappable, text readable, and forms easy to fill without pinching and zooming.

4. One obvious call-to-action

Every page should make the next step obvious: Call, Book, or Get a Quote. Repeat your main CTA - don't make people hunt for it.

5. Visible trust signals

Reviews, star ratings, photos of real work, guarantees and recognizable logos. People buy from businesses they trust before they ever call.

6. Local SEO foundations

Your name, address and phone, a Google Business Profile, location pages and local keywords so you show up when nearby customers search 'near me'.

7. Easy lead capture

A short contact form (name, phone, email, need) plus click-to-call. The fewer fields, the more leads. Capture the lead before they bounce.

8. Clear services and pricing guidance

Spell out exactly what you offer. Even a 'starting at' or 'free quote' removes hesitation and filters in better-fit customers.

9. Tracking and analytics

If you can't measure it, you can't grow it. Track form fills and calls so you know which pages and channels actually produce customers.

10. Follow-up and automation

Most leads never get a fast reply. Automated text/email follow-up and a simple CRM make sure no lead slips through the cracks.

Quick self-audit

Give your website one point for each element it does well. Be honest.

8-10 - Strong foundation. Focus on conversion and content to compound results.

5-7 - Leaking leads. A few targeted fixes will noticeably increase inquiries.

0-4 - Your site is likely costing you customers. Prioritize a rebuild or major overhaul.

Want us to score your site for you - for free?

STR8LINE Marketing will run a free growth audit of your website, search presence, ads and lead flow, and send back a short, prioritized action plan - whether or not you work with us.

Book yours: str8linemarketing.com/contact