

Website & Google Visibility Checklist

Make sure customers can find you, trust you and contact you

Most small-business websites lose leads in the same few places. Check each item on your phone, not just your computer.

Found on Google

- ☐ Your Google Business Profile is claimed, verified and fully filled in.
- ☐ Business name, address and phone are identical on your website, Google, Yelp and Facebook.
- ☐ Each service has its own page with a clear title.
- ☐ Your site appears when you search “[your service] near me”.
- ☐ You ask happy customers for Google reviews and reply to every review.

First impression (5 seconds)

- ☐ The top of the home page says what you do and where.
- ☐ There is one clear button: call, book or get a quote.
- ☐ The site loads in under 3 seconds on a phone.
- ☐ Photos are real, sharp and show your work or team.

Contact & leads

- ☐ Your phone number is tap-to-call on mobile.
- ☐ Contact forms send to an inbox someone checks daily — and you’ve tested it this month.
- ☐ Every inquiry gets a reply within one business hour.
- ☐ Calls after hours are answered or returned automatically.

Trust & safety

- ☐ The site uses HTTPS (padlock in the browser).
- ☐ Your privacy policy and business details are easy to find.
- ☐ Your domain renews automatically and you know who controls it.
- ☐ You can edit text and photos yourself without paying a developer.

Want a professional review? Our Website Audit checks speed, mobile, Google visibility and missed leads, with a prioritized fix list. See nstechglobal.com/website-quote.

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