



# Website review checklist

This checklist puts the items from our ebook '8 features of great small business websites' into a checklist format to enable website owners to benchmark the effectiveness of their site. Tick the boxes that apply and see how you fare.

- |                          |   |                          |   |
|--------------------------|---|--------------------------|---|
| <input type="checkbox"/> | My site is attractive, modern and fresh. My logo is crisp and professional. The images are slick and it's the same size as most other well known sites.   | <input type="checkbox"/> | I have a unique angle that appeals to potential customers and this is showcased and proven on my website.   |
| <input type="checkbox"/> | I know what I want visitors to my site to do, it's realistic and the site is clearly designed around this goal which is measured in my web stats program.   | <input type="checkbox"/> | My site refers to my own name and the names of my team, I've got photos of me and staff, we have integrated social media and it uses personal language. |
| <input type="checkbox"/> | I can easily change my site myself. I can get easy access to hosting and web support services and it doesn't cost me an arm and a leg.  | <input type="checkbox"/> | Contact details, calls to action, opening hours (for retail) are all easy to find. Navigation is simple and clear.                                      |
| <input type="checkbox"/> | My site offers great content that my target audience finds valuable. It encourages people to opt-in and share on social networks, it drives potential customers to take action and I measure it all using my web stats program. | <input type="checkbox"/> | We rank well in Google for terms related to our product and we get traffic from a variety of different sources including Facebook, Twitter, forums etc. |

Less than 3 ticks = **poor**

3-5 ticks = **average**

6-7 ticks = **good**

8 ticks = **great**



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Dan Norris

Director Web Circle and owner of small business web design blog "A Website Designer".



Dan Norris is the director of Queensland web design company Web Circle and small business website design blog [awebsitedesigner.com.au](http://awebsitedesigner.com.au)

Dan is passionate about small business and the web and this book along with the posts on [awebsitedesigner.com.au](http://awebsitedesigner.com.au) are written to help small business owners succeed online and avoid the common pitfalls.

If you like this ebook or the posts on [awebsitedesigner.com.au](http://awebsitedesigner.com.au) please share with others who you think might benefit.

Page 2



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