

Website health checklist

Start with the customer journey. Mark what works, then prioritize anything that blocks an inquiry or purchase.

Website / business: _____ Date: _____

Use the boxes to mark completed checks. Record follow-up actions below.

- ☐ **Understand the offer**
A new visitor can explain what you provide and find the next step.
- ☐ **Test an inquiry**
Submit a labeled test, confirm delivery, and check that you can reply.
- ☐ **Use a phone**
Open the menu, read a key page, and complete the main visitor action.
- ☐ **Review business details**
Check contact information, hours, services, and key links.
- ☐ **Check HTTPS**
Open the addresses customers use and look for certificate warnings.
- ☐ **Confirm updates and recovery**
Identify the update owner, last backup, and safe restoration process.
- ☐ **Confirm account control**
Verify authorized access, renewal responsibility, and recovery methods.
- ☐ **Review business results**
Choose a useful measure: qualified inquiries, bookings, or purchases.

Top issues: affected page, evidence, and next step

Next action: _____ Owner: _____ Due: _____