



Small Business Website Scorecard

A self-assessment checklist

kreative.design

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Score your website across 5 categories. Check the box if your site passes. Be honest. The goal is to find what's costing you business, not to feel good about a number.

1. Speed and Performance

- ☐ Homepage loads in under 3 seconds on mobile (test at pagespeed.web.dev)
- ☐ Images are compressed and properly sized (not uploaded straight from your phone or camera)
- ☐ No broken pages or error messages when clicking through all navigation
- ☐ Google PageSpeed mobile score is 50 or above
- ☐ Site works on slow connections (3G/rural areas)

2. Mobile Experience

- ☐ Text is readable without zooming or pinching
- ☐ Buttons and links are easy to tap with a thumb
- ☐ Phone number is clickable (tap-to-call)
- ☐ Contact form works smoothly on mobile
- ☐ No horizontal scrolling required on any page

3. SEO Foundation

- ☐ Every page has a unique title tag (search "site:yourdomain.com" to check)
- ☐ Your business shows up on Google Maps with correct address and hours
- ☐ Your site has an SSL certificate (padlock icon in the browser address bar)
- ☐ You have at least 5 pages of real content (homepage, services, about, contact, blog or resources)
- ☐ Your site is indexed by Google (search "site:yourdomain.com" and confirm results appear)

4. Conversion Elements

- ☐ Clear call-to-action visible without scrolling on every page
- ☐ Contact information is in the header or visible on every page
- ☐ You have a working contact form that you actually receive submissions from (test it right now)
- ☐ Social proof is visible (reviews, testimonials, or client logos)
- ☐ Your value proposition is clear within the first 5 seconds of landing on your homepage

5. Trust Signals

- ☐ Real photos of you, your team, or your work (not just stock images)
- ☐ Physical address or service area clearly stated
- ☐ Professional email address (yourname@yourdomain.com, not a gmail or yahoo address)
- ☐ Privacy policy and terms of service pages exist
- ☐ Content has been updated within the last 6 months (check your copyright year and blog dates)

Your Total Score

Category	Score
Speed and Performance	___ / 5
Mobile Experience	___ / 5
SEO Foundation	___ / 5
Conversion Elements	___ / 5
Trust Signals	___ / 5
TOTAL	___ / 25

Scoring

- **17–25 checks:** Solid foundation. Your site is working for you. Fine-tune the gaps and focus on content marketing and local SEO.
- **9–16 checks:** Room for improvement. You have the basics, but competitors with better sites are winning customers you should be getting.
- **0–8 checks:** Your website is costing you business. Visitors are leaving before they ever pick up the phone.

Next Step

I offer free website audits where I review your site on a screen share and show you exactly what's holding you back. No pitch, just honest feedback on what's costing you business and what to fix first.

Book your free audit: kreative.design/contact/

Scorecard by KREACTIVE
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