



The

# 15-Minute

(or less),

## Small Business Website

### Performance Review Checklist



PROVEN MARKETING SYSTEMS FROM:

**NHStrategic**  
Marketing.com

# The 15-Minute (or less), Small Business Website Performance Review Checklist

Let's face it. Your website should be one of greatest business generating tools your small business has in its marketing arsenal.

It should be a sales machine that works for YOU by sending customers your way without all the heavy lifting.

We've written a bunch of articles that go into great depth on some of these topics. Don't worry, we'll send some of those to you over the next few days by email, but we want this checklist to be something you can use **immediately** to see if you need help *now* – or if you're in good shape.

We're going to cover 5 key areas in this self-assessment. These are the 'critical factors' for small business websites.

There are literally hundreds of other factors we consider with our clients, but if you're a fan of the 80/20 rule, then this list will get you a handle on the most actionable items that will get you 80% of results.

Our goal is to allow you to do a complete and thorough assessment in just 15 minutes or less. After you've been through this once, you'll be able to do routine check-ins in about half the time. The first round is simply learning what to look for.

## YOU'LL BE TESTING FOR:



Mobile Experience



Site Security



Site Speed



User Experience



Competitor Analysis

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## ☐ Step 1: Mobile Experience (<2 minutes)

Why is mobile so important? Because **60-80% of the people viewing your website are on their phones** or a similar mobile device.

This is such a relevant fact, that Google started using “mobile friendliness” as a ranking factor – meaning if your site isn’t mobile friendly, it’s not going to get found.

Here’s how to audit this quickly.


- Go to <https://search.google.com/test/mobile-friendly> and let Google provide some immediate feedback.
- Check your site on your own mobile device – or for a more thorough audit, use the Chrome Inspector.

 Click here to watch the video

## ☐ Step 2: Site Security (<1 minutes)

Use this link to learn how to quickly verify your home page, and every major internal page of your site as well:

<https://support.google.com/chrome/answer/95617?hl=en>


 Click here to watch the video

## ☐ Step 3: Site Speed (<2 minutes)

Use either of these tools to check your page speed and get insights about what you may need to address:

<https://developers.google.com/speed/pagespeed/insights/>

<https://gtmetrix.com/>

 Click here to watch the video


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## ❑ Step 4: User Experience (3-5 minutes)

Time to walk in someone else's shoes! Your prospect's to be exact. It only takes a few minutes to go through your website from their perspective.

Think about it, they're unaware of what products/services you offer, or what makes YOU the BEST choice to work with. Does your site easily convey that?

Have a friend (or foe, we don't judge) go through your website for you and provide feedback on their experience. Keep an open mind and take what you discover here to outline a plan for any improvements needed.


 Click here to watch the video

## ❑ Step 5: Competitive Analysis (5 minutes)

List out the top 2-3 most important search terms that you want to be found for online. Think about it in terms of revenue. What words are people using to find YOUR business?

Play "prospect", and do a search for those search terms on Google. Make sure you're not logged in to any personal or business Google accounts as it may skew your results. Opening an incognito window will help with this too.

Compare your online presence and user experience to the top 2-3 competitors that come up for those search terms. It's crucial to be honest here – this is critical to having a website that converts. Getting visitors is one thing, but turning those visitors into new customers is another.

 Click here to watch the video

## *Congratulations!*

You completed your self-assessment! We hope your website is doing amazing, but if you found anything that you might need help with, feel free to book an appointment with us: [MeetWithKyle.com](https://www.meetwithkyle.com)

Curious about what the work we've done before?

[Click Here to see the Case Studies!](#)

Other clients had some interesting feedback....

[Click Here to see what they said!](#)