Website self-audit scorecard

Fifteen minutes, your phone and an honest eye. Score 20 items and you'll know whether your site needs a tune-up, a refresh or a rebuild before February.

> **How to score.** Open your site on your phone, not your laptop, because that's how most customers see it. Circle 1 (poor) to 5 (excellent) for each item and write the number in the Pts column. Be honest: a kind score now costs you enquiries in March. **Any single 1 is urgent**, whatever your total: a 1 on items 5, 7, 13 or 19 is losing you enquiries this week.

#	Item	Score	Pts
1. First impression			
1	**In 5 seconds a stranger can tell what you do and where.** "Emergency plumber, Perth northern suburbs" beats "Welcome to our website".	1 2 3 4 5	
2	**Photos are of your actual business, team or work.** Stock photos of smiling strangers score 2 at best.	1 2 3 4 5	
3	**It looks current.** No 2019 copyright line, no three-year-old "news", no broken layout.	1 2 3 4 5	
2. Mobile			
4	**Nothing is cut off or needs pinching to read.** Readable at arm's length without zooming.	1 2 3 4 5	
5	**The phone number is tappable and actually calls.** Test it now.	1 2 3 4 5	
6	**Buttons and menu items are big enough for a thumb.** No tiny links crammed together.	1 2 3 4 5	
3. Speed			
7	**Homepage loads in under 3 seconds on mobile data.** Turn off wifi and count. Over 6 seconds scores 1.	1 2 3 4 5	
8	**PageSpeed Insights mobile score is 50 or better.** Free at pagespeed.web.dev. Under 30 is a 1, over 80 is a 5.	1 2 3 4 5	
4. Trust			
9	**Real reviews with names, and a link to your Google reviews.** "Great service, J." is weak. Full name and suburb is strong.	1 2 3 4 5	
10	**Licence or registration number, ABN, insurance and years in business are visible.**	1 2 3 4 5	
11	**There's a face.** A photo of you or the team on the About page, with a sentence on who you are.	1 2 3 4 5	
	Page 1 subtotal (items 1 to 11, out of 55)		

#	Item	Score	Pts
5. Enquiry path			
12	**Every page has one obvious next step.** Call, book or get a quote. One main button, same colour everywhere.	1 2 3 4 5	
13	**The contact form has 5 fields or fewer and the email arrives within a minute.** Send a test enquiry now. In spam scores 1.	1 2 3 4 5	
14	**Hours, service area and "we reply within one business day" sit near the form.**	1 2 3 4 5	
15	**You know how many enquiries the site produced last month.** "No idea" scores 1. Tracking is an afternoon's fix.	1 2 3 4 5	
6. Content freshness			
16	**Each main service has its own page** saying what it is, who it suits, how pricing works and how to book.	1 2 3 4 5	
17	**Prices, staff, suburbs and hours match reality today.** Including the staff member who left in June.	1 2 3 4 5	
18	**Something was added or updated in the last 90 days.** A project photo, a new FAQ, an updated service page.	1 2 3 4 5	
7. Security			
19	**The padlock shows and the address starts with https on every page.** A "Not secure" warning scores 1.	1 2 3 4 5	
20	**Someone updates WordPress, plugins and theme monthly, and a backup exists you could restore.** Don't know who? Score 1.	1 2 3 4 5	
	TOTAL out of 100 (page 1 subtotal + items 12 to 20)		

What your score means

Score	Verdict	What to do before March
80 to 100	Fine-tune	The site works. Fix anything scored 3 or less, add fresh photos in January, then put your effort into ads or Google Business Profile.
55 to 79	Refresh	Good bones, tired finish. New copy on the homepage and top three service pages, real photos, faster hosting, enquiry tracking. Two to four weeks on the existing site.
Under 55	Rebuild	Patching costs more than starting again. Plan a new site for a February start, live by late March. Door 6 covers what that costs.

Want a second opinion on the score?

Send us your total and your site. We'll tell you plainly which bucket it's in and what the fix costs.

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