THE COMPLETE

Small Business Website Checklist

27 things every Oregon small business website needs to generate leads and rank on Google.

This checklist was built from auditing hundreds of small business websites across Oregon. Use it to evaluate your current site or scope out a new one. Check off each item — any unchecked box is a potential lead you're losing.

1. DOMAIN & HOSTING

- [ ] Your domain name is professional, short, and easy to spell
- [ ] SSL certificate is active — site loads on https://
- [ ] Hosting is on a reliable server with 99.9% uptime SLA
- [ ] Domain is registered for 2+ years (signals trust to Google)
- [ ] WWW and non-WWW both redirect to one canonical URL

2. DESIGN & USER EXPERIENCE

- [ ] Site loads in under 3 seconds on mobile (test at PageSpeed Insights)
- [ ] Navigation is clear — visitors find what they need in 1–2 clicks
- [ ] Site looks professional on both desktop and mobile screens
- [ ] Colors and fonts are consistent with your brand throughout
- [ ] Contact information (phone, email) is visible on every page
- [ ] Images are high quality, relevant, and load quickly

3. CONTENT & MESSAGING

- ☐ Homepage headline clearly states what you do and who you serve
- ☐ Services are described with customer benefits, not just feature lists
- ☐ You have at least one testimonial, review, or social proof element
- ☐ About page includes a real photo, your story, and why you started
- ☐ All content is free of spelling and grammar errors

4. SEO FUNDAMENTALS

- ☐ Each page has a unique title tag that includes your city/state
- ☐ Meta descriptions are written for every key page (150–160 chars)
- ☐ Business name, address, and phone are consistent across the web
- ☐ Google Search Console is set up, verified, and checked monthly
- ☐ Site has an XML sitemap submitted to Google

5. LEAD GENERATION

- ☐ There is a clear, prominent call-to-action (CTA) on every page
- ☐ Contact form works and sends confirmation emails reliably
- ☐ Phone number is click-to-call on mobile devices
- ☐ You offer at least one lead magnet, free resource, or consultation

6. GOOGLE BUSINESS PROFILE

- ☐ Google Business Profile is claimed and 100% filled out
- ☐ Your website URL is linked in your GBP listing
- ☐ You have at least 10 Google reviews with an average of 4.0+
- ☐ GBP categories accurately match your actual services

SCORE YOUR SITE

What Your Score Means

Score	What It Means	Priority
24–27	High-performing site. Focus on ongoing content and reviews.	Maintenance
18–23	Good foundation. Address unchecked items systematically.	Moderate
12–17	Several gaps. Prioritize SEO and lead generation sections first.	High
Under 12	Significant issues. Consider a full website audit or rebuild.	Urgent

Francisco Labs builds high-performing websites for Oregon small
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