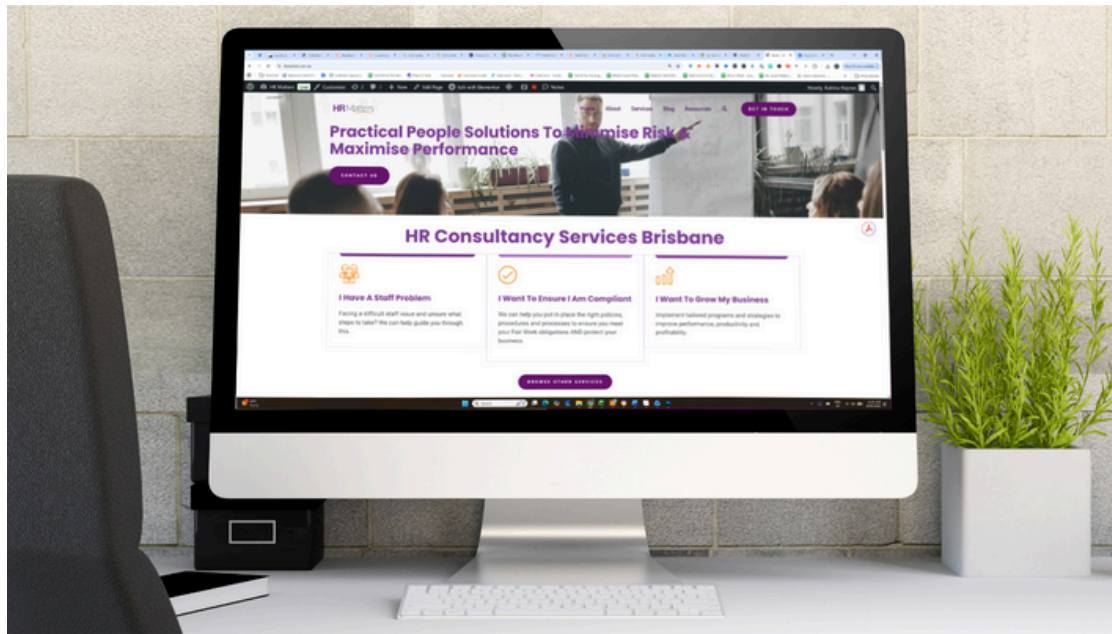




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The Ultimate Website Checklist:

10 Essentials Every Service Business Needs to Attract Clients





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Your website is often the first impression potential clients have of your business, so it needs to do more than just look good. It should clearly communicate what you do, build trust, and make it easy for people to take the next step.

Use this checklist to see how your current website measures up and discover the key elements that help service-based businesses attract more of the right clients.



This checklist isn't just about having a “nice” website — it's about building a site that works as part of your business foundation.



Clear Value Proposition (5-Second Test)

Can visitors instantly understand who you help, what you do, and why it matters?

- My website passes the 5-second clarity test.

Client-Focused Headline & Copy

Your messaging speaks directly to your ideal client's goals, problems, and outcomes?

- My copy is written for my client, not about me.

Professional, Trust-Building Design

A clean, consistent layout using your brand colours, fonts, and spacing — no clutter.

- My website looks credible, modern and well put-together.

High-Quality, Authentic Images

Images feel aligned with your brand and business (real photos where possible).

- My visuals reinforce trust and professionalism.

Mobile-Optimised Experience

Your site is easy to read, tap, and navigate on a phone. Includes tap contacts.

- My site works seamlessly on mobile devices.

Clear Primary Call-to-Action

Each page guides visitors toward one clear next step.

- My call-to-action is obvious and easy to take.



Service Pages That Answer Questions

Your services are clearly explained, with inclusions, outcomes, and expectations.

- My service pages remove confusion and hesitation and are optimised for AI.

Social Proof & Credibility Signals

Testimonials, reviews, logos, or proof that reassures new visitors.

- I show evidence that others trust my business

Fast Loading Speed

Your website loads quickly and doesn't frustrate users.

- My pages load in under 3 seconds.

SEO & Local Visibility Basics

Your site is structured so people can actually find you online.

- My website is set up to be found in search results (this one is a little more complicated).

What's your score? /10




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If you've gone through this checklist and realised your website could be working harder for you, don't worry — that's exactly what I help with.


Let's chat about creating or rebuilding a website that not only looks professional but actually helps you grow your business.

[Let's Talk About Your Website](#)

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