CHECKLIST

Check Your Business Website

Review the basics that help visitors understand your business and take the next step.

1. Make the first screen clear

Can a new visitor tell what you offer, who it is for, and what to do next? Use plain language. Give the main action a specific label, such as View products or Contact us.

2. Check the main paths

Open the navigation, contact links, product or service pages, and footer links. Remove dead ends. Make sure button labels match their destinations and that visitors can find their way back.

3. Use accurate content

Check names, descriptions, prices if applicable, contact details, and availability. Label planned offerings clearly. Only publish images you have permission to use, and avoid promises you cannot support.

4. Test a phone and tablet

Read the page without zooming. Check heading wrapping, image crops, button spacing, menus, and forms. Look for horizontal scrolling or text hidden behind sticky elements.

5. Check basic usability

Use descriptive headings and link text. Add useful alternative text to meaningful images. Try keyboard navigation and confirm that the focused control is visible. Keep text readable against its background. This is a basic check, not a full accessibility assessment.

6. Try contact and download actions

Confirm that contact information is correct and that downloads open. If testing a form, use an approved test submission and verify the result. Do not place a real order simply to test the site unless you intend to purchase.

7. Keep a short fix list

Prioritize broken links, confusing offers, and unusable forms before decorative changes. Retest the changed page after each update.

WORKING NOTES

Make it your own

Use this space to apply the guide to one task. Keep notes simple and avoid sensitive information.

Page checked:

Device or screen size:

Main visitor action:

Issue found:

Why it matters:

Proposed fix:

Person responsible:

Retest result: