

The 10-Minute Website Check for Local Businesses

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Grab a pen, your phone, and ten minutes. Check each box only if it's true today. A blank box is not a failure; it's your to-do list.

1. Found: Can potential clients find you? (3 minutes)

- ☐ I searched my business name on Google, and my business shows up on the first page.
- ☐ I searched "[my service] near Tomball" (or my city) on Google Maps, and my business appears.
- ☐ My Google Business Profile shows the right name, address or service area, hours, phone, and website.
- ☐ My profile has had a new post, photo, or review reply in the last 90 days.
- ☐ My business name, address, and phone match on my website, Google, and Facebook.

2. Phone: Does your site work on a phone? (2 minutes)

- ☐ My website loads on my phone in a few seconds, not a long wait.
- ☐ I can read the text without pinching or zooming.
- ☐ Buttons and menus are easy to tap with a thumb.
- ☐ Nothing important is cut off, overlapping, or hidden on the small screen.

3. Contact: Can people reach you easily? (2 minutes)

- ☐ On my phone, I can find a way to contact me within one tap or one scroll of the home page.
- ☐ Tapping my phone number on a phone starts a call.
- ☐ I filled out my own contact form, and the message reached my inbox within a few minutes.
- ☐ My site says clearly what I do, where I serve, and what to do next (call, book, or request a quote).

4. Accessible: Can more people use your site? (3 minutes)

These basics come from the WCAG 2.1 AA guidelines. Accessibility matters for customers with disabilities, and it can help reduce risk for your business.

- ☐ Text has strong contrast against the background (no light gray on white).
- ☐ Important images have a short text description (alt text), especially photos and buttons.
- ☐ I can press the Tab key on a computer and move through the menu and links, and I can see where I am.
- ☐ Links say where they go ("See our menu," not "click here").
- ☐ Form fields have visible labels, not just faint gray text that disappears when you type.
- ☐ Videos have captions.

Your score: Count your checked boxes: _____ / 19

16-19: You're in good shape. Keep your Google profile active and re-check every few months.

10-15: You have some quick wins. Start with whatever is blank in **Contact**; those blanks can cost you calls.

Under 10: Your website may be working against you. Pick the three blanks that bother you most and fix those first.

This checklist is a quick self-check, not a full audit, legal review, or certification. It can't catch everything, especially in accessibility, where many issues only show up in a proper scan.

My top 3 fixes:

1. _____
2. _____
3. _____

Want a closer look?

Accessibility Scan & Report, \$197. We scan your site against WCAG 2.1 AA and send a plain-language report of what needs attention. The \$197 is credited toward any fixes you choose.

Free 30-minute call. Go through your checklist with Jube and leave with one clear next step.

Email jube@netmediaconsultants.com or visit netmediaconsultants.com