

Your website. Three useful steps.

Demonstration only. The business, website and scenarios are fictional; this is not an audit of a real business.

Example service business / local-services.example

01 Make the next step easy to find

Example scenario: In this example, the service page describes the work but the only enquiry link is in the footer.

Recommendation: Add a clearly labelled Request a quote link beside the service introduction, leading to a short enquiry form.

Why it helps: Customers can act when they have enough information, without searching for contact details.

02 Put practical details together

Example scenario: The fictional contact page lists an email address, but leaves out the area served and normal business hours.

Recommendation: Group the service area, opening hours and contact choices in one easy-to-find section. Keep them consistent across the site.

Why it helps: Visitors can check whether the business is suitable before getting in touch.

03 Give mobile images the right size

Example scenario: For this scenario, imagine a phone loading a full-size desktop photograph before the service information appears.

Recommendation: Export an appropriately sized image, serve responsive versions and reserve its dimensions. Retest the real page under the same mobile conditions.

Why it helps: Less image data to download and less movement while the page loads. Results would need to be measured on the actual site.

For a free automated review, enter your website address and read the results without supplying an email. Results include sampled observations, page references and test conditions. The number of findings varies. You can act on them yourself or discuss improvements with me.