Minimum viable website checklist

You do not need twenty pages. Tick off this list to see what your website still needs.

Pages

- [ ] Home page that says what you do, for whom and where
- [ ] One page per main service or product group
- [ ] About page with real names and a short history
- [ ] Contact page with phone, email, address or service area, and a form
- [ ] Pages for reviews or examples of work, if you have them
- [ ] Privacy policy and, for shops, delivery and returns information

Contact path

- [ ] Phone number that can be tapped on a phone
- [ ] A form that actually reaches you, tested by you each month
- [ ] A reply promise you can keep (for example “we reply within one working day”)

Speed and mobile

- [ ] Looks and works well on a phone
- [ ] Fast pages: largest content load within 2.5 seconds, a response to taps within 200 milliseconds, a layout shift of 0.1 or less, for most visits

Trust signals

- [ ] Real photos of your work and team, not only stock photos
- [ ] Reviews or testimonials you have permission to use
- [ ] Consistent business name, address and phone number across your site and profiles
- [ ] A secure connection (https) and a clear privacy policy

Search basics

- [ ] Set up Google Search Console (free)
- [ ] Link your website from your Business Profile and social pages
- [ ] Give every page a clear title and one main heading

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