

The Small-Business Website Checklist

10 Things Costing You Customers (and How to Fix Them)

Your website works for you around the clock — or it quietly turns customers away. Most small businesses lose customers for a handful of simple, fixable reasons they never even notice. Go through this checklist with your own site open and tick off what's working and what needs fixing.

01

Your site is slow on phones

- ! Most people will find you on a phone, and if your pages take more than 2–3 seconds to appear, half of them leave before they ever see what you offer. Every extra second of waiting quietly turns paying customers into bounce statistics.
 - ✓ Test your site on your own phone using mobile data, not Wi-Fi. If it feels sluggish, the usual culprits are oversized images and bloated page templates; compressing images and dropping unnecessary add-ons often cuts load time in half. Aim for a homepage that's usable in under one second.
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02

It doesn't work properly on a phone

- ! A site built for desktop forces phone users to pinch, zoom, and scroll sideways just to read anything — and they won't bother. With most local searches happening on mobile, a layout that breaks on small screens is invisible to the very people most likely to buy.
 - ✓ Open every important page on your phone and check that text is readable without zooming, buttons are easy to tap, and nothing runs off the edge. If it fails, your site needs a responsive design that reshapes itself to fit any screen.
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03

Nothing above the first scroll says what you do

- ! Visitors decide in a few seconds whether they're in the right place. If the top of your homepage shows only a logo and a stock photo, they have no reason to stay.
 - ✓ On the first screen people see, state plainly who you help and what you offer — for example "Family dental clinic in Cluj — same-week appointments." One clear sentence beats a slideshow of pretty images.
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04

There's no obvious next step

- ! A visitor who's ready to act but can't immediately see how to book, call, or ask a question will simply leave. A website with no clear action is a brochure, not a salesperson.
 - ✓ Put one obvious button — "Book now," "Call us," "Get a quote" — high on the page and repeat it as people scroll. Make your single most valuable action impossible to miss.
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05

Your phone number is hard to find

- ! Many local customers just want to call. If your number is buried at the bottom of a contact page, you're losing the easiest sales you'll ever make.
 - ✓ Put your phone number in the top corner of every page, and on mobile make it tap-to-call so a single touch dials you. Add your address and opening hours where people can see them without hunting.
-

06

Your contact form is broken or missing

- ! A form that errors out, lands in an inbox nobody checks, or doesn't exist at all means enquiries vanish without you ever knowing they happened. Owners are often shocked how many messages were silently lost.
 - ✓ Test your own form today by sending a message and confirming it arrives. Keep it short — name, contact, message — and make sure replies land in an inbox you read every day.
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07

People can't find what they're looking for

- ! Cluttered menus with a dozen options or vague labels leave visitors lost, and confused visitors don't become customers. Every extra click is a chance to give up.
 - ✓ Trim your menu to the handful of things people actually want — services, prices, contact — using plain words. A visitor should reach any key page in one or two clicks.
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08

Nothing on the site proves you're trustworthy

- ! New visitors don't know you yet, and a site with no reviews, no real photos, and no proof of past work gives them no reason to choose you over a competitor. Doubt is the silent deal-killer.
 - ✓ Add genuine customer reviews, real photos of your team and your work, and any certifications or local credentials. Even three or four honest testimonials with names noticeably increase enquiries.
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09

You're invisible on Google Maps

- ! When someone searches "dentist near me" or "salon in [town]," the map results appear before everything else — and if your business profile is empty or unclaimed, you're not even in the running.
 - ✓ Claim and complete your free Google Business Profile: correct address, hours, phone, photos, and services. Ask happy customers to leave a review there — it's the single biggest lever for showing up in local searches.
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You have no idea what visitors actually do

- ! Without basic analytics you're guessing — you don't know how many people visit, which pages they leave from, or whether your phone number ever gets clicked. You can't fix what you can't see.
- ✓ Install a simple, privacy-friendly analytics tool so you can see visitor numbers and which pages work. Once a month, check where people drop off and fix that one page first.

Not sure how your site scores?

We'll review your website against this checklist for free and send you a plain-language report — what's costing you customers and exactly how to fix it, with no jargon and no obligation. Email info@pixelstocode.com with your website address to get your free audit.

GET A FREE AUDIT

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