



Tyler J. Lewis

A PRACTICAL WEBSITE CHECKLIST

Your Website Should Bring You Business.

Fix These 5 Things Today.

For small business owners who want
more people to contact them through their website.

Five things to check. Pictures that show you how.
Space to write the changes you want to make.

START HERE

Help people become customers.

Your website should tell people how you can help them and make it easy to contact you. This guide shows you five things to check and how to fix them.

THE RESULT YOU CAN CREATE TODAY

Make your words easier to understand and your contact button easier to find. Start with one change. You do not need a whole new website.

HOW TO USE THIS GUIDE

- 1. Open your homepage.** Look at it on your phone.
- 2. Check these five things.** Compare your page with the pictures in this guide.
- 3. Write down your changes.** Use the worksheet on page 13. Keep what already works.
- 4. Try it yourself.** Click the button and fill out the form. Then ask someone else to try it.

WHAT "TODAY" MEANS

Start today. Changing a few words may be quick. Fixing a form or moving a section may need help from the person who manages your website.

These fixes can make your page easier to use. Sales also depend on who visits, what you sell, your prices, and how you respond. A website edit does not guarantee more sales.

FIX 01

Tell people what you do.

When someone opens your website, they should quickly know what you do and how you can help them. Start with a clear headline.

CHECK THIS

Read the big headline and the sentence below it. Do they say what you do, who you help, and how their life will be better?

BEFORE

Solutions built around you.

TRY THIS

Keep your office clean without doing it yourself.

We clean small offices in Minneapolis on a schedule that works for you.

This made-up cleaning business is an example. Use your own service and only promise what you can do.

MAKE YOUR CHANGE

Finish this sentence: **We help [who] with [what], so they can [result]**. Then say it in your own words. If you serve one town or area, name it.

My new headline and the sentence below it:

Check your work: Show your page to someone who does not know your business. Ask, "What do we do?" If they cannot tell you, make the words clearer.

FIX 01 / SEE IT ON THE PAGE

Say what you do in the headline.

Here is how a cleaning business could make its first words clearer.

EXAMPLE SERVICE WEBSITE

BEFORE

Solutions built around you.

Welcome to Evergreen. We are committed to excellence.

What does this company do? These words do not tell us.

EXAMPLE SERVICE WEBSITE

AFTER

Keep your office clean without doing it yourself.

We clean small offices in Minneapolis
on a schedule that works for you.

[Request My Cleaning Quote](#)

1 The big headline says how the service helps.

2 The next sentence says what they do and where.

This is a made-up business. Write about your own service and what you can do for customers.

FIX 02

Add more contact or booking buttons.

Make it easy for people to call you, ask for a quote, or book a visit. A button that asks someone to do this is called a call-to-action button, or CTA button.

CHECK THIS

Is there a clear button near the top of your page? Add the same button farther down, after you explain your service, and near the bottom.

BEFORE

Learn More

TRY THIS

Request My Cleaning Quote

Tell us about your office. We will reply to talk about your quote.

Use words that fit your business, such as "Book My Appointment" or "Get My Estimate." Tell people what they will get when they click.

MAKE YOUR CHANGE

Choose the main thing you want people to do. Write that on the button. Repeat the button in a few places, using the same words and linking to the same place.

My button will say / clicking it will open:

Check your work: Tap each button on your phone. Does it open the right form, booking page, or phone number? Can you see and tap it without anything covering it?

FIX 02 / SEE IT ON THE PAGE

Put your button in more places.

Do not make people hunt for a way to contact you. Repeat your CTA button.

EXAMPLE SERVICE WEBSITE

Evergreen Cleaning

A cleaner office.
One less thing to manage.

Request My Cleaning Quote

1

WHAT IS INCLUDED

We clean your office so you can focus on your work.

SEE OUR WORK

Show a photo of your work or a real customer review here.

Request My Cleaning Quote

2

How it works / common questions

Request My Cleaning Quote

3

1 Top of the page: add a button for people who are ready to contact you.

2 After you explain your service: add the same button again.

3 Near the bottom: add it again so people do not have to scroll back up.

Use the same words on these buttons. Send them to the same form or booking page. Three is an example, not a rule. Your menu and other useful links can stay.

FIX 03

Put the useful information first.

People visit your website to see if you can help them. Answer their questions before you tell them your company history.

CHECK THIS

Can someone quickly find what you do, how it helps, why they can trust you, and how to get started?

BEFORE

Welcome → Our history → Our mission → Long service list → Contact

TRY THIS

What we do → How we help → Why you can trust us → How to get started → Answers to questions

See the example on the next page. Keep a contact or booking button near the top, even when you explain more below.

MAKE YOUR CHANGE

List the sections on your page. Move the information a customer needs most toward the top. Give each section a clear heading, like "What Your Cleaning Includes."

The first three things my page will explain:

Check your work: Read just the headings. Do they help someone understand your business? Check your phone too: the sections may appear in a different order.

FIX 03 / SEE IT ON THE PAGE

Answer their questions in order.

Use this page layout as a starting point for your own website.

01

What you do + a contact button

Can you help me? How do I contact you?

02

The problem you help solve

Do you understand what I need help with?

03

What your service includes

What will you do for me?

04

Photos, examples, or customer reviews

Why should I trust you?

05

How to get started

What happens after I contact you?

06

Common questions + the same button

What else do I need to know? Where do I click?

Help people see how you can solve their problem. Then show them how to get started. They should not have to read your whole website to work it out.

Change this order if your customers need something else first. For example, an emergency plumber should make the phone number easy to find right away.

FIX 04

Show why people can trust you.

Anyone can say “We do great work.” Show people something that helps them believe it: a photo of your work, a customer review, or a clear example.

CHECK THIS

Find a promise you make on your page. Do you show something nearby that helps a customer believe that promise?

BEFORE

Exceptional quality. Unmatched service.

TRY THIS

See what your clean includes.

Show the checklist your cleaners use, so customers know what will be cleaned.

A checklist shows what you will do. A photo can show your finished work. A review can show what a real customer liked.

MAKE YOUR CHANGE

Pick one promise. Put a matching photo, review, or work example next to it. Use real work and get permission before sharing a customer’s words or photos.

What I promise / what I can show:

Check your work: Does your example back up what you say? If it is a made-up example, label it. Do not promise that everyone will get one customer’s results.

FIX 04 / SEE IT ON THE PAGE

Show what backs up your words.

Put your example close to the promise it helps explain.

EXAMPLE SERVICE WEBSITE

WHAT YOU PROMISE

Know what will be cleaned before the work begins.

SEE THE SERVICE CHECKLIST

Reception and common areas

Desks and shared surfaces

Kitchen and washroom tasks

Use your real checklist.
These are example tasks.

Why show this?

The checklist shows what the cleaning includes.

If you say your team does great work, add a photo of that work or a real customer review.

Request My Cleaning Quote

1 Choose an example that backs up what you say.

2 Put it beside your words so people can see both.

No customer reviews yet? Show a sample of your work and label it as a sample. Never make up a review.

FIX 05

Make it easy to contact you.

Clicking your button is only the start. A long form, a broken booking page, or no reply can stop someone from becoming a customer.

CHECK THIS

Fill out your form on your phone. Is it clear what to type? Can you send it? Does the page then tell you what will happen next?

BEFORE

Long form → Hard-to-understand error → Submit → Did it send?

TRY THIS

Short, clear form → Send request → "We got your request. We will reply about your quote."

Ask for the details you need to help them. A quote may need more detail than a free download. Remove questions you do not need yet.

MAKE YOUR CHANGE

Send a test using your own email address. Check that you receive the request. Then try leaving a required box empty. Does the form tell you what to fix?

One thing I can remove or make clearer:

Check your work: Make sure the form works, the request arrives, and the person knows what happens next. If you promise an email or download, check that it arrives too.

FIX 05 / SEE IT ON THE PAGE

Make your form easy to fill out.

Ask for what you need to help them. Leave out questions that can wait.

EXAMPLE SERVICE WEBSITE

BEFORE

Name

Email

Phone

Full address

Company size

Budget

How did you find us?

Submit → Did it send?

EXAMPLE SERVICE WEBSITE

AFTER

Name

Email

What do you need help with?

Request My Quote

We will reply about your quote.

We got your request.

We will read your message and reply about your quote.
Tell people when to expect a reply if you can keep that promise.

1

Leave a required box empty. Does the form tell you what to fix?

2

Send a test. Check that it arrives and the page says what happens next.

YOUR WORKSHEET

Write down what you will fix.

Page I am improving: _____

The customer I want to help: _____

I want people to call / book / ask for: _____

FIX 01 / TELL PEOPLE WHAT YOU DO.

Keep / change: _____

What I will change: _____

FIX 02 / ADD MORE CONTACT OR BOOKING BUTTONS.

Keep / change: _____

What I will change: _____

FIX 03 / PUT THE USEFUL INFORMATION FIRST.

Keep / change: _____

What I will change: _____

FIX 04 / SHOW WHY PEOPLE CAN TRUST YOU.

Keep / change: _____

What I will change: _____

FIX 05 / MAKE IT EASY TO CONTACT YOU.

Keep / change: _____

What I will change: _____

IF YOU ONLY DO ONE THING

Pick one thing that makes your website hard to understand or use. Fix that first. Then try your page, button, and form again.

Who will make the change: _____ By when: _____

TEST, THEN LEARN

Did the change help?

First, check that people understand your page and can contact you. Then count how many calls, quote requests, or bookings you get from it.

ASK A FRESH PAIR OF EYES

Show your page to someone new. Ask: "What do I do? Who do I help? Where would you click to contact me?" Let them answer before you explain anything.

KEEP A SIMPLE RECORD

Page and change: _____

Date changed: _____

Dates I am comparing: _____

Calls, quote requests, or bookings before / after: _____

Visitors before / after, if available: _____

What else changed, such as ads or prices: _____

Compare similar time periods, such as four weeks before and four weeks after. More visitors can lead to more requests even if the page is unchanged. A few extra requests do not prove your edit worked. Keep watching, and note other changes too.

YOUR NEXT USEFUL STEP

Still unsure what to sell, who it is for, or why they should buy it? The free **Sellable Offer Workbook** helps you work through those questions before you write your website.

Open the free Sellable Offer Workbook

Written by Tyler J. Lewis. Original examples and exercises informed by Donald Miller's Building a StoryBrand 2.0 and the StoryBrand framework. This is an independent resource, not an official StoryBrand product or endorsement.