

FREE GUIDE · 10-POINT CHECKLIST

Is Your Small Business Website Losing You Money?

A 10-point audit you can run on your own website right now — in under 10 minutes — to find the leaks that are quietly costing you customers.

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What's inside:

- ✓ 10 quick checks to spot the things quietly losing you leads
- ✓ What 'wrong' looks like for each one (so you know if you're guilty)
- ✓ How to actually fix it — written in plain English, not dev jargon
- ✓ A bonus: an offer to do a free 1-on-1 audit of YOUR site

Want me to audit your site for free?

Email malachibuilds@gmail.com or visit builtbymalachi.com
I'll send you a custom 1-page audit within 48 hours. No cost. No pitch.

#1

Does your site load in under 3 seconds on mobile?

■ WHAT MOST GET WRONG

Most local-business sites load in 5–10 seconds. Visitors leave after 3.

■ HOW TO FIX IT

Compress images, ditch heavy WordPress themes, use a fast host like Vercel or Netlify.



■ *Tick this once you've checked your site against this point.*

#2

Is your phone number visible on EVERY page?

■ WHAT MOST GET WRONG

Phone hidden in a contact page = lost calls. People won't hunt for it.

■ HOW TO FIX IT

Sticky header with click-to-call number, especially on mobile. One tap = phone dials.



■ *Tick this once you've checked your site against this point.*

#3

Can a customer book / quote without talking to you first?

■ WHAT MOST GET WRONG

Phone tag costs you 30%+ of leads. Customers want to book at 9pm on a Tuesday.

■ HOW TO FIX IT

Add a real booking form or live quote calculator. Customers self-serve. You wake up to confirmed jobs.



■ *Tick this once you've checked your site against this point.*

#4

Does Google know exactly where you're located?

■ WHAT MOST GET WRONG

If your name, address, or phone is inconsistent across the web, Google ranks you lower.

■ HOW TO FIX IT

Set up a Google Business Profile. Add structured data (LocalBusiness schema). Same NAP everywhere.



■ *Tick this once you've checked your site against this point.*

#5

Do you have at least 5 reviews visible on your homepage?

■ WHAT MOST GET WRONG

Reviews buried on a separate page or only on Google = trust killer.

■ HOW TO FIX IT

Pull your top 3–5 Google reviews and display them right on the homepage with the star rating.



■ *Tick this once you've checked your site against this point.*

#6

Does your site use HTTPS (the lock icon)?

■ WHAT MOST GET WRONG

Sites without HTTPS show a 'Not Secure' warning. Customers bounce instantly.

■ HOW TO FIX IT

Get a free SSL certificate via Let's Encrypt or use a host that auto-installs one (Vercel, Netlify).



■ *Tick this once you've checked your site against this point.*

#7

Does your site work on a phone? (Like, actually work?)

■ WHAT MOST GET WRONG

70%+ of local-business traffic is on mobile. Tiny text + non-tappable buttons = dead site.

■ HOW TO FIX IT

Test on a real phone (not just 'responsive' in dev tools). Buttons should be 44px+ tappable.



■ *Tick this once you've checked your site against this point.*

#8

Is there a clear 'next step' on every page?

■ WHAT MOST GET WRONG

Visitors leave because they don't know what to do. No CTA = no conversion.

■ HOW TO FIX IT

Every page should have ONE primary action: 'Book Now', 'Get a Quote', 'Call', etc. Above the fold.



■ *Tick this once you've checked your site against this point.*

#9

Do you rank for your service + your city on Google?

■ WHAT MOST GET WRONG

If you don't rank for 'roof repair Sanford' or '<your service> <your city>', you're invisible.

■ HOW TO FIX IT

Optimize page titles + headings to include your service + city. Get listed in local directories. Get reviews.



■ *Tick this once you've checked your site against this point.*

#10 Do you actually OWN your website?

■ WHAT MOST GET WRONG

If you're 'renting' a Wix/Squarespace site, you can't take it with you. You're locked in forever.

■ HOW TO FIX IT

Own your domain (yourname.com). Own your code. Use a host you can switch from. No vendor lock-in.



■ *Tick this once you've checked your site against this point.*

How'd your site score?

If you ticked all 10 boxes — congratulations. Your website is probably doing more for your business than 90% of your competitors'. Keep it that way.

If you ticked 7-9 — you're close, but the gaps are quietly costing you leads. The fixes are usually small, and the impact is huge.

If you ticked under 7 — your website is quietly bleeding you customers every week. It's a leaky bucket. The good news: every one of these checks is fixable.

FREE 1-ON-1 AUDIT

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→ [Visit builtbymalachi.com to claim yours](https://builtbymalachi.com)

About the author

Malachi is a local Central Florida web developer who builds booking-ready websites for service businesses — roofers, pool guys, detailers, pet groomers, handymen. Local. Honest. No agency BS. No overseas freelancers. Free mockup before you pay.

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