PRIORITIES & NEXT STEPS

Five questions for your audit

Use a website audit to choose what to fix, why it matters, and how to verify it.

FOR SMALL BUSINESS OWNERS

PLAN THE WORK

Start with the customer journey

Before reviewing the findings, share your website, the action you want people to take, and what is currently going wrong. If you have data, bring recent Search Console or analytics reports and actual inquiry counts. Ask the auditor to distinguish observed facts from hypotheses they still need to test.

1. Can the right people find my key pages?

Ask which service pages are visible in search, what intent they answer, and whether anything prevents them from being indexed. Ask to see the page or report behind the finding. Search visibility is easier to improve when you know which page serves which customer need.

2. What stops visitors from taking action?

Ask the reviewer to try a real task on a phone, such as submitting an estimate request. Check whether the action is easy to find, whether the form works, and whether the inquiry reaches the right inbox. Ask the reviewer to show the step where friction occurs.

3. What should I fix first, and why?

Ask for the top three changes ranked by customer impact, effort, and urgency. Give a broken inquiry flow priority when customers are trying to reach you. Ask which changes depend on access, content, or approval.

PUT IT INTO PRACTICE

Turn findings into a plan

4. What can we fix on the current site?

Ask what can be improved with a targeted update and what would require a larger change. Ask for the evidence, the tradeoffs, the owner, and a rough scope of work for each priority.

5. How will we know the fix worked?

Agree on a test and a follow-up date. Use observable outcomes such as successful inbox delivery, improved completion, or more qualified inquiries. Record the starting point and compare similar periods where possible.

WORKED EXAMPLE

Modesto service business with traffic and few leads

The auditor finds that mobile visitors must scroll past several sections to reach a quote form. The owner first verifies that submissions are delivered. Then the team makes the quote action more visible, records the date of the change, and compares completed inquiries over comparable periods.

PRINTABLE WORKSHEET

Your next steps

Assign each task and check it off when you verify it.

- [ ] **Bring your goal and website**
  Describe the main customer action and current problem.
  OWNER / DUE _____

- [ ] **Ask to see the evidence**
  Request the affected page, report, or test observation.
  OWNER / DUE _____

- [ ] **Pick three priorities**
  Agree on why each one matters and what it depends on.
  OWNER / DUE _____

- [ ] **Assign an owner**
  Decide who can make the change and when.
  OWNER / DUE _____

- [ ] **Set a verification date**
  Record the baseline and retest the customer journey.
  OWNER / DUE _____

FIRST ACTION _____