

Australian Small Business

20-Point Website Checklist 2026

A practical, print-friendly checklist to help Australian small businesses build, review and improve a high-performing website.

How to use it

Tick each item when your website meets the requirement. Use Notes / Action for improvements and review the checklist every few months.

20 practical checks

Strategy, design, mobile, SEO, Google Business Profile, local SEO, speed, security, content, conversions, analytics and AI search.

1. Strategy & Trust

Done	Check	What good looks like	Notes / Action
☐	Clear purpose and value proposition	Visitors quickly understand what you do, who you help and why they should choose you.	_____
☐	Accurate business information	Business name, phone, email, opening details and service areas are current and consistent.	_____
☐	Strong trust signals	Use genuine reviews, testimonials, credentials, guarantees, case studies or relevant proof.	_____
☐	Clear target audience	The copy and offers speak directly to the customers the business wants to attract.	_____

2. Design, Mobile & Accessibility

Done	Check	What good looks like	Notes / Action
☐	Mobile-responsive design	Important pages work cleanly across common phone, tablet and desktop screen sizes.	_____
☐	Readable text and navigation	Text is comfortable to read and menus, links and buttons are easy to understand and use.	_____
☐	Accessible forms and buttons	Forms are simple to complete, labels are clear and important buttons are easy to tap.	_____
☐	Consistent professional branding	Colours, typography, imagery and layouts create a consistent, credible experience.	_____

3. SEO & Local Visibility

Done	Check	What good looks like	Notes / Action
☐	SEO-ready page structure	Use a clear H1, logical H2/H3 headings, useful page titles and helpful descriptive content.	_____
☐	Google Business Profile linked	Your Google Business Profile is complete, accurate and consistent with the website.	_____
☐	Local SEO implemented	Relevant suburbs, service areas and local content are included naturally where appropriate.	_____
☐	Search Console & sitemap	Google Search Console is connected and an accessible XML sitemap is available for crawling.	_____

4. Performance & Security

Done	Check	What good looks like	Notes / Action
☐	Fast loading performance	Optimise images, reduce unnecessary scripts and use reliable hosting and caching.	_____
☐	HTTPS / SSL security	SSL is active and visitors can use the website securely over HTTPS.	_____
☐	Backups, updates & monitoring	Reliable backups, software updates and sensible security monitoring are in place.	_____
☐	No broken links or errors	Important internal and external links work and key pages avoid unnecessary 404 errors.	_____

5. Content, Leads, Analytics & AI Search

Done	Check	What good looks like	Notes / Action
☐	Helpful original content	Pages answer real customer questions and clearly explain services, products and benefits.	_____
☐	Conversion-focused calls-to-action	Visitors can easily call, enquire, request a quote, book or take the next step.	_____
☐	Analytics & conversion tracking	Analytics is installed and important enquiries, calls or conversions can be measured.	_____
☐	AI search readiness	Important services and answers are written clearly so search and AI systems can understand them.	_____

Launch & Quarterly Review

Use this page as a quick final check before launch, then repeat it every three months to keep the site useful, secure and competitive.

Done	Quarterly review item	Action / Notes
☐	Browser & device testing Test key pages in current Chrome, Safari and Edge, plus real mobile devices.	_____ —
☐	Forms & contact actions Submit important forms and test phone, email, map and booking links.	_____ —
☐	404s & broken links Check that important internal and external links work correctly.	_____ —
☐	Search visibility Confirm indexing settings, sitemap availability and Search Console setup.	_____ —
☐	Performance Recheck important pages for mobile speed, Core Web Vitals and large images.	_____ —
☐	Security & backups Confirm updates, SSL, backups and security monitoring.	_____ —
☐	Content freshness Update old offers, team details, services, prices and business information.	_____ —
☐	Conversions Review calls, forms, enquiries and the pages that generate them.	_____ —
☐	Google Business Profile Check profile accuracy, services, hours, photos, reviews and website link.	_____ —
☐	AI search visibility Check that key services and common customer questions are clearly answered.	_____ —

Website review score

Count completed items from the 20-point checklist.

____ / 20

Priority for next review

WEBteam.au

Need help improving your website?

Website design - WordPress - SEO - Local SEO - performance - AI search optimisation

Visit WEBteam.au for professional website and digital growth support.

Tip: Save a fresh copy after each review so you can track improvements over time.