

The Small Business Website Checklist for 2026

Is your website ready for the future of search?

Use this practical checklist to evaluate whether your website is visible, accessible and designed to convert visitors into customers.



ACCESSIBILITY

Can everyone use your website?

- ☐ Clear headings and logical page structure
- ☐ Alt text added to images
- ☐ Good colour contrast
- ☐ Easy keyboard navigation
- ☐ Readable font sizes



MOBILE RESPONSIVENESS

Does your site perform well on every device?

- ☐ Pages load quickly
- ☐ Navigation is easy on smartphones
- ☐ Buttons are easy to tap
- ☐ Images scale correctly
- ☐ No horizontal scrolling



SEO BASICS

Can search engines understand your website?

- ☐ Optimised page titles
- ☐ Meta descriptions
- ☐ Clean page URLs
- ☐ Internal links
- ☐ Descriptive image file names



GEO READINESS

Can AI platforms understand and recommend your content?

- ☐ Answers common customer questions
- ☐ Well-structured content
- ☐ Schema markup implemented
- ☐ Original, authoritative information
- ☐ Regularly updated pages



ANALYTICS SETUP

Are you measuring website performance?

- ☐ Google Analytics installed
- ☐ Conversion tracking enabled
- ☐ Search Console connected
- ☐ Monthly performance reviews
- ☐ Key goals monitored



LEAD CAPTURE SYSTEMS

Can visitors easily become customers?

- ☐ Contact form
- ☐ Clear calls-to-action
- ☐ Newsletter sign-up
- ☐ Online booking or quote request
- ☐ Click-to-call buttons on mobile



Aim for progress, not perfection.

Small improvements made consistently will strengthen your website, improve search visibility and create a better experience for your customers.

WEBSITE HEALTH SCORE

- ☐ Excellent (24–30 checks)
- ☐ Good (18–23 checks)
- ☐ Needs Improvement (12–17 checks)
- ☐ Time for a Website Audit (0–11 checks)



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