



IS YOUR WEBSITE COSTING YOU CUSTOMERS?

A Free 15-Point Website Check-Up
for South African Small Businesses



Your website may look good. But is it actually helping your business?

Use this quick 15-point check-up to see whether your website is building trust, attracting customers and making it easy for people to do business with you.

For every statement below, give yourself:



2 points –
Yes, definitely



1 point –
Partly / could
be better



0 points –
No



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1. CAN PEOPLE IMMEDIATELY TELL WHAT YOU DO?

A visitor should understand your business within a few seconds of arriving on your website. Your homepage should clearly explain: What you offer; Who you help; Where you operate. If visitors have to search for this information, you may already be losing them.

Your score: / 2

2. DOES YOUR WEBSITE WORK PROPERLY ON MOBILE?

Most customers will probably visit your website from a phone.

- ☐ Text is easy to read
- ☐ Buttons are large enough to tap
- ☐ Images display correctly
- ☐ Menus work properly
- ☐ Forms are easy to complete

A website that works on a desktop but frustrates mobile users is no longer good enough.

Your score: ____ / 2



3. IS IT OBVIOUS WHAT YOU WANT VISITORS TO DO NEXT?

Every important page should have a clear next step.

- ☐ Request a quote
- ☐ Call us
- ☐ Send an enquiry
- ☐ Book now
- ☐ Buy now
- ☐ Request a valuation

Don't make your visitors guess.

Your score: ____ / 2



4. ARE YOUR CONTACT DETAILS EASY TO FIND?

A potential customer should never have to hunt for your phone number, email address or contact form. Ideally, your contact options should appear in more than one place on your website.

Your score: _ / 2



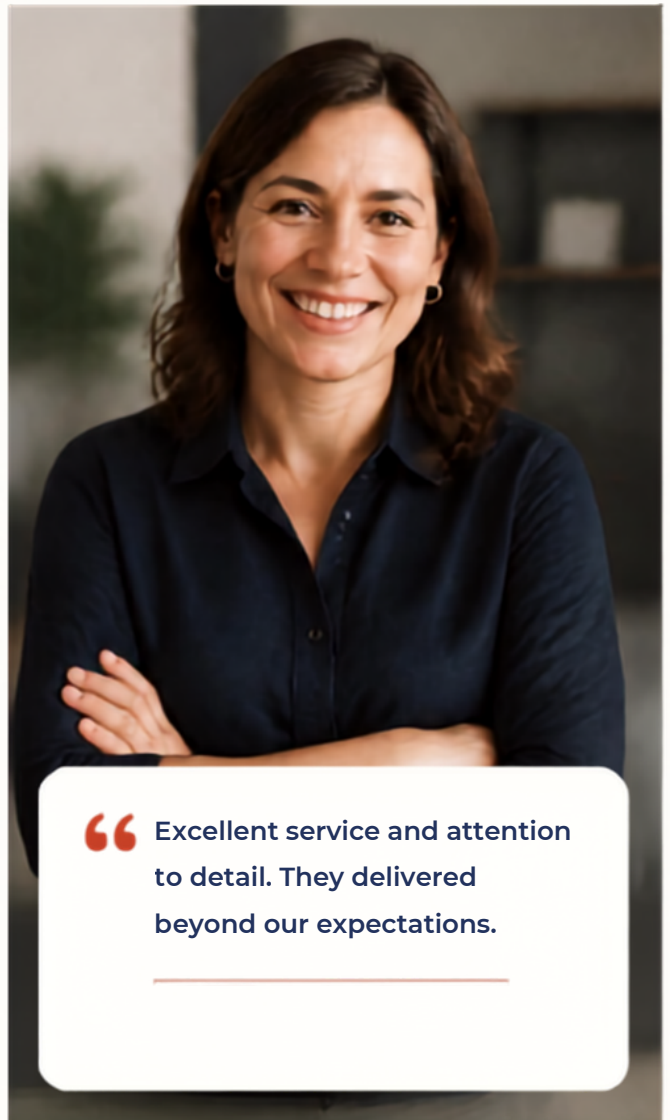
5. DOES YOUR WEBSITE BUILD TRUST?

Before customers contact you, they are looking for reasons to trust your business.

- ☐ Testimonials
- ☐ Reviews
- ☐ Examples of completed work
- ☐ Client logos
- ☐ Professional photographs
- ☐ Years of experience
- ☐ Accreditations or memberships
- ☐ Clear business information

People buy from businesses they trust.

Your score: _ / 2



“Excellent service and attention to detail. They delivered beyond our expectations.”



6. DO YOU SHOW REAL EXAMPLES OF YOUR WORK?

If your business produces something customers can see, show it. Builders, designers, photographers, estate agents, accommodation businesses and many other industries benefit enormously from strong visual proof. Real work usually builds more trust than generic stock photographs.

Your score: ____ / 2



7. DOES EACH SERVICE HAVE ENOUGH INFORMATION?

A single sentence saying "We offer plumbing services" is not enough. Explain what's included, how it works, who it's for and what the customer can expect.

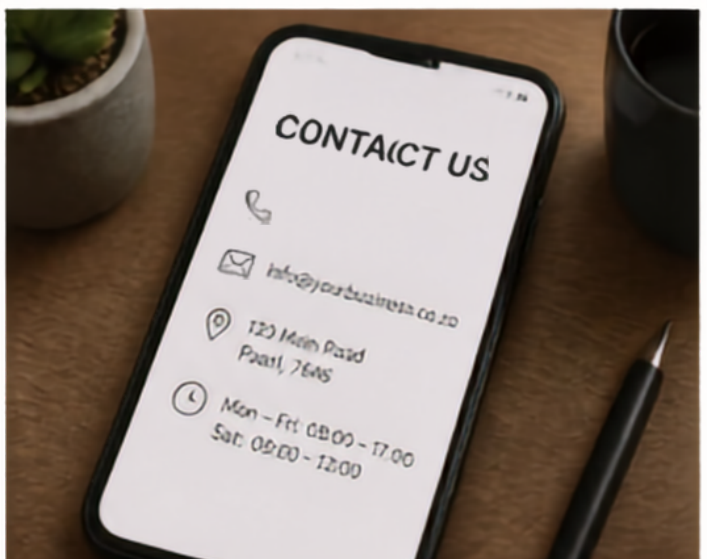
Your score: ____ / 2



8. DOES YOUR WEBSITE SAY WHERE YOU WORK?

This is especially important for local businesses. Mention the towns, suburbs, regions or service areas you cover. A Cape Town customer searching for an electrician, for example, needs to know whether that electrician actually services their area.

Your score: ____ / 2



9. CAN PEOPLE FIND YOUR BUSINESS THROUGH GOOGLE?

Having a website does not automatically mean customers can find it.

- ☐ Clear page titles
- ☐ Useful page descriptions
- ☐ Search-friendly content
- ☐ Proper headings
- ☐ Relevant service and location information

Search visibility should be part of the website, not an afterthought.

Your score: ____ / 2



10. DOES YOUR WEBSITE LOAD QUICKLY?

People are impatient online. Large images, unnecessary scripts, poor hosting and badly optimised pages can make a website feel slow. If visitors have to wait too long, many simply leave. Test your website on both Wi-Fi and mobile data.

Your score: ____ / 2



11. ARE ALL YOUR LINKS, BUTTONS AND FORMS WORKING?

A broken contact button can mean a lost customer.

- ☐ Contact forms
- ☐ Telephone links
- ☐ WhatsApp links
- ☐ Email links
- ☐ Book-now buttons
- ☐ Product links
- ☐ Menu links

Never assume they still work because they worked when the website was launched.

Your score: ____ / 2





12. DOES YOUR WEBSITE LOOK CURRENT?

An outdated website can make an active business look inactive.

- ☐ Old copyright dates
- ☐ Outdated team information
- ☐ Expired promotions
- ☐ Old contact information
- ☐ Broken social links
- ☐ Old photographs
- ☐ Services you no longer offer

Your website should reflect the business you are today.

Your score:

___ / 2



13. IS YOUR WEBSITE SECURE?

Your website should use HTTPS and display the padlock symbol in the browser.

- ☐ Regularly updated
- ☐ Backed up
- ☐ Protected against common security threats
- ☐ Maintained properly

Website security isn't only an IT issue. It affects trust and business continuity too.

Your score:

___ / 2



14. DO YOU KNOW WHAT PEOPLE ARE DOING ON YOUR WEBSITE?

You should be able to answer questions such as:

- ☐ How many people visit?
- ☐ Which pages do they view?
- ☐ Where do visitors come from?
- ☐ Are they using mobile or desktop?
- ☐ Which pages generate enquiries?
- ☐ Which marketing campaigns send traffic?

Without measurement, website decisions become guesswork.

Your score:

___ / 2



15. IS YOUR WEBSITE ACTUALLY GENERATING BUSINESS?

This is the most important question.

During the last few months, has your website directly helped generate:

- ☐ Enquiries?
- ☐ Phone calls?
- ☐ Sales?
- ☐ Bookings?
- ☐ Leads?
- ☐ Quote requests?
- ☐ Valuation requests?

A website does not need to generate every sale. But it should contribute to the growth of your business.

Your score:

___ / 2





YOUR WEBSITE SCORE

Add up your points.



25-30 POINTS

Your website is working hard.

You're doing many of the important things correctly. The next opportunity is improving conversion, search visibility and measuring what produces results.



18-24 POINTS

Good foundation. Plenty of room to improve.

Your website is probably doing some things well, but there are opportunities to improve the customer experience and generate more enquiries.



10-17 POINTS

Your website may be costing you opportunities.

Potential customers may be struggling to find information, trust the business or know what to do next. A focused improvement plan could make a significant difference.



0-9 POINTS

Your website needs attention.

If your website isn't explaining your business clearly, building trust or creating enquiries, it may be time for a rethink.



ONE FINAL QUESTION

What job does your website have?

A business website shouldn't exist simply because every business is expected to have one. It should have a purpose. That purpose might be to:

- ✓ Generate enquiries
- ✓ Sell products
- ✓ Produce bookings
- ✓ Attract sellers
- ✓ Showcase your work
- ✓ Establish credibility
- ✓ Help customers find you

Once you know the job, you can measure whether your website is actually doing it.



WANT A SECOND OPINION?

If you'd like someone else to look at your website through a customer's eyes, Witzenberg Online can help. We build and improve websites around what businesses actually need them to achieve.

Website Design • Website Growth • SEO • Digital Marketing

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Your website should work for your business.