



WEBSITE & DIGITAL SUPPORT

The 25-Point Website & Digital Health Check

A practical self-audit for small and growing businesses to spot website, search and digital housekeeping issues.

WHO THIS IS FOR

Useful for trades, B2B companies, service businesses, consultants, agencies, local SMEs and online retailers.

Find friction

Spot issues that may make it harder for visitors to act.

Cover basics

Check SEO, mobile, content and maintenance fundamentals.

Prioritise action

Turn a long list into your top five next steps.

Free practical resource from Arvelane

Your website does not need to be perfect - it needs to work

A business website should make it easy for the right visitor to understand what you do, trust you and take the next step. It should also be maintained well enough that search engines and customers can access useful, accurate information.

Score each check as YES, PARTLY or NO. Do not try to fix everything at once. Prioritise issues that affect enquiries, customer trust, security or your most important search visibility.

A. First impression & conversion

CHECK	TASK / QUESTION
☐	The homepage clearly explains what the business does
☐	The main audience or service area is obvious
☐	There is a clear primary call to action
☐	Phone, email or enquiry options are easy to find
☐	Services have enough information to help a visitor decide

B. Mobile & usability

CHECK	TASK / QUESTION
☐	The site is comfortable to use on a modern phone
☐	Text is readable without zooming
☐	Buttons and links are easy to tap
☐	Forms are short enough and work on mobile
☐	No obvious broken images, menus or layout sections

C. SEO fundamentals

CHECK	TASK / QUESTION
☐	Each important page has one clear topic and heading
☐	Page titles describe the page rather than using generic text
☐	Meta descriptions are useful and relevant
☐	Images have sensible descriptive alt text where appropriate
☐	Important pages link to related services or useful content

D. Local & digital presence

CHECK	TASK / QUESTION
☐	Business name, service details and contact information are consistent
☐	Google Business Profile is complete if the business is eligible
☐	Website address and key services are correct on major profiles
☐	Important reviews or trust signals are visible where appropriate
☐	Search Console or another search-monitoring setup is available

E. Maintenance, security & content

CHECK	TASK / QUESTION
☐	The site uses HTTPS
☐	CMS, themes and plugins are kept updated where applicable
☐	Backups exist and can realistically be restored
☐	Old services, prices, staff or contact details are reviewed
☐	There is a simple plan for adding useful new content over time

Your score

AREA	SCORE 0-5	PRIORITY
First impression & conversion	___/5	
Mobile & usability	___/5	
SEO fundamentals	___/5	
Local & digital presence	___/5	
Maintenance & content	___/5	

Simple interpretation

21-25: strong basics - focus on conversion and ongoing content. 15-20: a good foundation with clear improvement opportunities. 0-14: prioritise technical, trust and conversion basics before adding more marketing activity.

Your top five website actions

ISSUE	WHY IT MATTERS	PRIORITY	NEXT STEP

Need a hand putting this into action?

Arvelane provides flexible UK-based business support for trades, B2B companies, service businesses, agencies, consultants, online retailers and growing SMEs. You can use us for a few hours of focused support or ongoing monthly capacity.

- WordPress, Elementor and WooCommerce updates
- Website content, blog and image administration
- On-page SEO, metadata and keyword-support tasks
- Google Business Profile, Search Console and digital housekeeping

A simple next step

If website & digital support is taking time away from the work only you can do, we can help you build a practical support plan around your business.

Explore Website & Digital Support at arvelane.co.uk/#/website-digital-support

arvelane.co.uk | hello@arvelane.co.uk

More support. More capacity. More time to grow.

Note: This resource is general practical guidance and is not legal, financial, employment or regulatory advice.