STANLEY Store

Your website should do more than look good.

10 checks that can make it easier for visitors to understand your business and take the next step.

[ ] 01 Say what you do

Can a new visitor tell within a few seconds what you sell and who it is for? Replace vague headlines with a clear offer and a useful benefit.

My note: _____

[ ] 02 Make the offer clear

Show what is included, who it suits, what it costs and any important conditions. Do not hide essential ongoing or separate charges.

My note: _____

[ ] 03 Give one clear next step

Make the main action easy to see: buy, book, enquire or call. Check every button and explain what happens after it is used.

My note: _____

[ ] 04 Use genuine proof

Use real reviews and examples with permission. Explain what you actually delivered; do not imply that another customer is guaranteed the same result.

My note: _____

[ ] 05 Check it on a phone

Read the main pages on a phone. Check text size, contrast, navigation, images, forms and buttons without zooming.

My note: _____

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Make the next step easy.

Keep checking the journey your customers actually use.

[ ] 06 Keep the important pages quick

Try the homepage and buying path on a normal mobile connection. Compress oversized images and remove unnecessary media. Avoid autoplay that gets in the way.

My note: _____

[ ] 07 Make contact easy

Check phone and email links. Say how to enquire and when a customer can expect a reply only if your team can meet that promise.

My note: _____

[ ] 08 Test the enquiry journey

Send a clearly marked internal test with permission. Confirm it arrives at the monitored inbox and the customer sees an accurate success message. Remove unnecessary fields.

My note: _____

[ ] 09 Check the buying journey

Review the tool, options, GST, total and separate fees before payment. Test error, cancellation and confirmation screens without creating an unintended real charge.

My note: _____

[ ] 10 Measure one useful outcome

Decide what success means: an enquiry, booking or paid order. Use approved measurement tools and privacy notices; do not mistake traffic alone for business results.

My note: _____

Choose the first change

Start with a broken link or a missing piece of essential information. Then improve the main buying or enquiry path. Change one thing at a time so you can see what helped.

Want help improving your website? See Google Search Tune-Up at stanleystore.co/shop/googlesearchtuneup/. Check the listed scope before buying; it is a separate paid service.