Free Website Audit Checklist

10 Things Every Jamaica Business Website Needs

Use this checklist to evaluate your current website or plan your new one.

■ 1. Mobile-Friendly Design

Over 70% of Jamaican internet users browse on mobile. Your site MUST look great on phones.

■ 2. Fast Loading Speed

If your site takes more than 3 seconds to load, you're losing customers. Test at PageSpeed Insights.

■ 3. Clear Contact Information

Phone number, WhatsApp link, email, and address should be visible on every page.

■ 4. SSL Security Certificate

Look for the padlock icon. Google penalizes sites without HTTPS.

■ 5. Google My Business Listing

Free way to appear in local searches. Claim yours at business.google.com.

■ 6. Professional Email Address

Use you@yourbusiness.com, not Gmail or Yahoo for business emails.

■ 7. Clear Call-to-Action

Every page should tell visitors what to do next: Call, WhatsApp, Book, Buy.

■ 8. Updated Content

Old content signals an inactive business. Update your site at least monthly.

■ 9. Online Booking/Payment

Let customers book or pay online 24/7. Don't lose sales to WhatsApp delays.

■ 10. Social Proof

Reviews, testimonials, and client logos build trust with new visitors.

Score Your Website

Your Score	What It Means	Next Step
9-10 ✓	Excellent! Your site is in great shape.	Focus on SEO & marketing
6-8 ✓	Good foundation, but room to improve.	Fix the missing items
3-5 ✓	Needs work. You're likely losing business.	Consider a redesign
0-2 ✓	Critical issues. This needs attention ASAP.	Contact us for help

Ready to grow your business online?

■ 876-804-4321 | ■ wa.me/18768044321 | ■ ezywebpro.com