FREE CHECKLIST

The 15-Minute Website Check

Review your own website like a designer: five lenses, a quick technical check, three priorities.

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YOU'LL NEED
Your phone, a computer, a timer, and something to write on.

ONE RULE
Don't fix anything yet. Today you're only noticing, so you keep the visitor's point of view.

0–3 MINUTES — The five-second test · on your phone

- ☐ Open your homepage, look for five seconds, then look away.
- ☐ **Feel:** did it seem trustworthy and right for your kind of business?
- ☐ **Understand:** could a stranger tell who you are, what you offer, where you are, and why to choose you?

Be strict. "Excellence in every detail" sounds confident but doesn't say what you do. Write what a visitor would actually know:

1 · FEEL
○ Strong ○ Good ○ Needs work

2 · UNDERSTAND
○ Strong ○ Good ○ Needs work

3–6 MINUTES — Read · homepage + one key page, on your phone

- ☐ Text is comfortable to read at a normal distance, without zooming.
- ☐ Enough contrast between text and background (watch for pale gray on white). Body text: at least **4.5 : 1** in a free contrast checker.
- ☐ No long, unbroken paragraphs. Visitors scan before they read.

3 · READ
○ Strong ○ Good ○ Needs work

6–9 MINUTES — Find · count taps from the homepage

THE THREE THINGS CUSTOMERS ASK YOU MOST	TAPS
1.	
2.	
3.	

1–2 taps is good. More than 3, or guessing which menu item to choose, means visitors are guessing too. Clear labels ("Services," "Prices," "Contact") beat "Solutions" or "Discover."

4 · FIND
○ Strong ○ Good ○ Needs work

9–12 MINUTES — Act · the lens owners skip most often

- ☐ Your main call to action is easy to spot on the first screen.
- ☐ Its wording says what happens next ("Book a free consultation," "Request a quote").
- ☐ Send your own contact form, and check that it arrives.
- ☐ Tap your phone number (does it dial?) and click your email link.

5 · ACT
○ Strong ○ Good ○ Needs work

12–14 MINUTES — Quick technical check

- ☐ Run your homepage through **Google PageSpeed Insights** (free). Note whether it's slow on mobile or flags oversized images. No need to chase a perfect score.
- ☐ Address and phone number are correct everywhere.
- ☐ Copyright year is current, and no links lead to error pages.

NOTES

14–15 min — Your three priorities

Look at everything marked Needs Work. How much does it affect visitors? How much effort would it take to fix? Pick the three with the biggest impact for the least effort.

1 _____

2 _____

3 _____

Get fresh eyes. Ask someone who doesn't know your site to do the five-second and find tests while you watch quietly. Then ask someone who understands design. A stranger shows you where they got stuck; a designer can tell you why, and how to fix it.

Want a professional review? Details of my independent website reviews are at **michaelparagon.com**. The thinking behind each lens is in **Website Design Guidebook, Volume 2** on Amazon Kindle. Repeat this check every few months.

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