



The
Branch
Co.

Website Checklist

A practical guide to help Kiwi businesses review their website, identify quick wins and generate more enquiries.



WELCOME

Your website works 24/7.

Make sure it's making the right impression.

Thanks for downloading the Website Checklist.

Your website is often the first place potential customers interact with your business. Within seconds they'll decide whether to stay, trust your business and take the next step.

This guide will help you review the areas that matter most, identify practical improvements and prioritise the changes that will have the biggest impact.

Remember, your website doesn't need to be perfect—it simply needs to make it easy for people to choose you.

I hope this guide gives you confidence to improve your online presence.

Amanda Nicolson
Founder, The Branch Co.



Your website score.

Rate each section from 1–5 before moving through the checklist.

1	First Impressions & Trust	— / 5
2	Navigation & User Experience	— / 5
3	Messaging & Calls to Action	— / 5
4	Mobile Experience	— / 5
5	Being Found Online	— / 5
6	Enquiries & Website Performance	— / 5

Total Score

/ 30



01

Rate 1–5 / 5

Does your website inspire confidence?

- ☐ Is it immediately clear what your business does?
- ☐ Is your homepage clean, professional and easy to understand?
- ☐ Does your website include real photos or customer reviews?

Notes

02

Rate 1–5 / 5

Is your website easy to navigate?

Visitors should be able to find what they need quickly and easily.

- ☐ Is your menu simple and easy to follow?
- ☐ Can visitors quickly find your services and contact details?
- ☐ Is the information easy to read without lots of scrolling?

Notes

03

Rate 1–5

/ 5

Does your messaging drive action?

- ☐ Would a new customer easily understand what you offer?
- ☐ Is it clear why someone should choose your business?
- ☐ Is it easy for someone to contact you or make an enquiry?

Notes

04

Rate 1–5

/ 5

Does your website perform on mobile?

Most people will visit your website on their phone.

- ☐ Does your website look good on mobile?
- ☐ Is the text easy to read without zooming?
- ☐ Are buttons easy to tap?

Notes

05

Rate 1–5 / 5

Can new customers find your website?

- ☐ Does your business appear when people search for the services you offer?
- ☐ Does each page clearly explain what it's about?
- ☐ Does each page have a clear purpose?

Notes

06

Rate 1–5 / 5

Is your website generating enquiries?

Your website should encourage enquiries while performing reliably behind the scenes.

- ☐ Is your contact form simple and working correctly?
- ☐ Does your website load quickly?
- ☐ Have you checked for broken links or pages that don't work?

Notes

Website Health Score



- 25 – 30

●

Excellent

Your website has strong foundations. Continue reviewing and refining over time.
- 15 – 24

●

Making Progress

Your website is heading in the right direction. Focus on improving your lowest-scoring areas first.
- 6 – 14

●

Needs Attention

Prioritise one or two improvements before tackling everything else.



Your 90-Day Website Action Plan

Top Priorities

What are the 2–3 things that will make the biggest difference?

Quick Wins

What can you do this week that takes less than an hour?

Stop Doing

What should you let go of or pause?

Start Doing

What will you start doing over the next 90 days?

Keep Doing

What's already working that you should protect?

Six easy wins you can make this week.

01

Ask someone who doesn't know your business to look at your homepage for five seconds. Can they explain what you do?

02

Test your website on your phone.

03

Check that every enquiry form works.

04

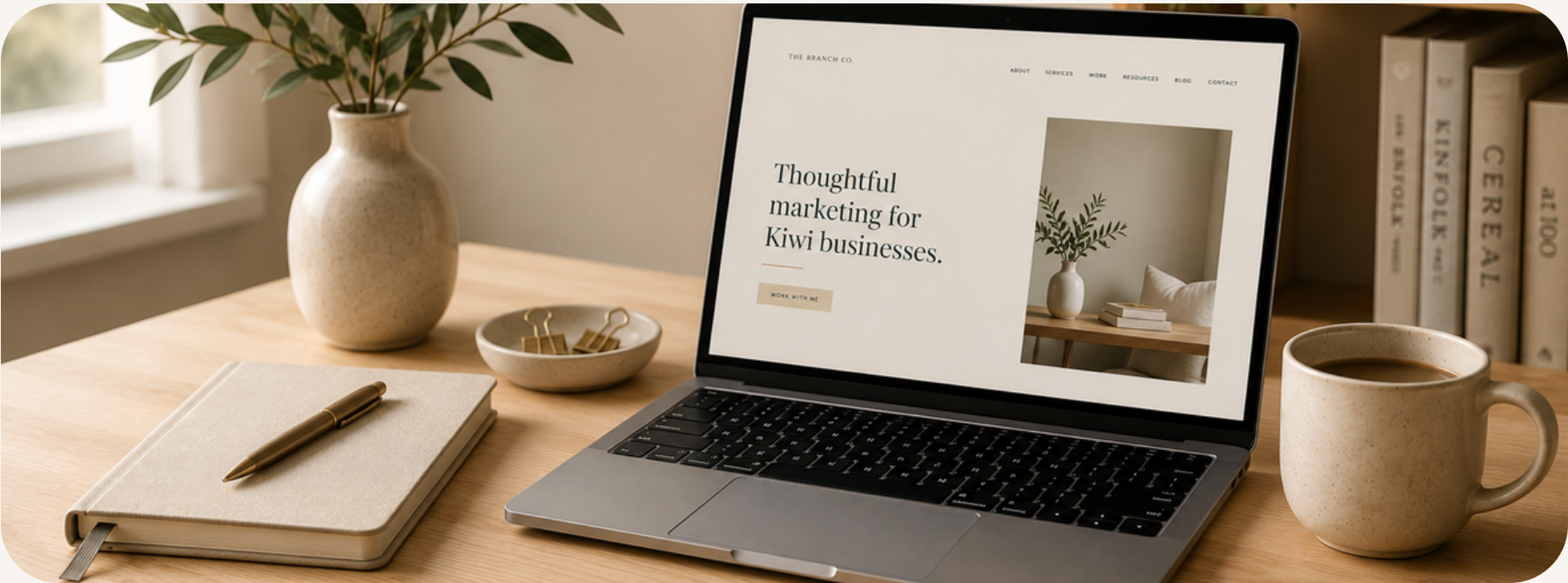
Remove any old or outdated information.

05

Ask a friend or customer to review your website and give honest feedback.

06

Make sure your phone number and email address are easy to find.





Small improvements. *Big impact.*

A great website doesn't need to be perfect. It simply needs to help the right people understand your business, build trust and make it easy to get in touch.

Start with one or two improvements from this checklist and work through them over the next few weeks. Small changes made consistently often have the biggest impact.

If you'd like a second opinion, I'd be happy to review your website and identify practical opportunities to help it work harder for your business.

[Let's Talk →](#)