



The Small Business Digital Health Check

A Practical Self-Assessment
for Small Businesses



DIGITAL DIRECTION
PRACTICAL DIGITAL CONSULTANCY
FOR SMALL BUSINESSES

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Digital Direction

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Website

www.digitaldirection.co.uk

Email

info@digitaldirection.co.uk

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Welcome

Thank you for downloading The Small Business Digital Health Check.

If you're like many small business owners, you've probably invested time and money in creating a website, but you may still be wondering whether it's really helping your business attract new customers.

The truth is that many websites look perfectly acceptable but still fail to perform as effectively as they could. Small issues with content, search visibility, user experience or local search can all reduce the number of enquiries a business receives, often without the owner even realising it.

This guide has been designed to help you assess your website and online presence from the perspective of a potential customer. It isn't a technical SEO audit and you don't need any specialist knowledge to complete it.

Simply work through the ten health checks, answer each question honestly and make a note of any improvements you identify along the way.

By the time you've finished, you'll have a clearer understanding of your current online visibility together with a practical action list that can help you improve your digital presence and attract more customers.

How to Use This Guide

Each section contains:

- A simple question to assess one aspect of your online presence.
- A brief explanation of why it matters.
- A practical tip to help you improve.
- Space to record your own observations and actions.

There are no right or wrong answers. The aim is simply to identify opportunities that could make your business more visible online.

Estimated Completion Time

Approximately 20 minutes

Let's begin with the first Health Check.

Health Check 1

Can Potential Customers Immediately Understand What Your Business Does?

Visitors decide within a few seconds whether they're in the right place. Your homepage should quickly explain what your business does, who you help and how visitors can contact you.

Health Checklist

- ☐ Is it immediately obvious what my business does?
- ☐ Is it clear who my products or services are for?
- ☐ Is there a clear call to action?
- ☐ Can visitors easily find my contact details?

Practical Action

Ask someone who has never visited your website to look at your homepage for ten seconds. Then ask them:

"What does this business do?"

If they can't answer confidently, your homepage probably needs to communicate your message more clearly.

Your Notes

Health Check 2

Can Customers Contact You Easily?

Your website should make it quick and easy for potential customers to contact you. If they have to search for your phone number, email address or contact form, they may simply leave and contact a competitor instead.

Health Checklist

- ☐ Is my phone number easy to find?
- ☐ Is my email address clearly displayed?
- ☐ Does my contact form work correctly?
- ☐ Can visitors contact me easily on a mobile phone?
- ☐ Does every important page include a clear call to action?

Practical Action

Open your website on your mobile phone and pretend you're a new customer. Time how long it takes to find your contact details or send an enquiry. If it takes more than a minute, consider simplifying the process.

Your Notes

Health Check 3

Is Your Business Easy to Find on Google?

Most customers begin their search on Google. If your website doesn't appear when people search for the products or services you provide, you're missing opportunities to attract new customers.

Health Checklist

- ☐ Does my website appear when I search for my business name?
- ☐ Does it appear when I search for the services I offer?
- ☐ Does it appear when I include my town or local area in the search?
- ☐ Does the page title clearly describe my business?
- ☐ Would I click on my own search result?

Practical Action

Search Google as though you were a potential customer. Use the products or services you provide together with your town or area, rather than your business name. If your website is difficult to find, improving your search visibility should become a priority.

Your Notes

Health Check 4

Is Your Google Business Profile Complete?

For many local businesses, a Google Business Profile is the first thing potential customers see. A complete and up-to-date profile can increase your visibility in Google Search and Google Maps.

Health Checklist

- ☐ Have I claimed my Google Business Profile?
- ☐ Is my business information accurate and up to date?
- ☐ Are my opening hours correct?
- ☐ Have I added recent photographs?
- ☐ Do I regularly receive customer reviews?
- ☐ Does my profile link to my website?

Practical Action

Search for your business on Google and review your Business Profile as if you were a potential customer. Update any incorrect information and identify one improvement you can make today.

Your Notes

Health Check 5

Is Your Website Content Up to Date?

An out-of-date website can give visitors the impression that a business is no longer active. Regularly reviewing your content helps build trust and encourages potential customers to contact you.

Health Checklist

- ☐ Is all the information on my website accurate?
- ☐ Are my products or services up to date?
- ☐ Are prices, where shown, still correct?
- ☐ Are there any outdated news items or events?
- ☐ Are all links and contact details working correctly?

Practical Action

Review your website page by page and make a list of anything that is out of date or no longer relevant. Updating just one page this week is a good start.

Your Notes

Health Check 6

Does Your Website Work Well on Mobile Devices?

More people now browse the internet on their mobile phone than on a desktop computer. If your website is difficult to use on a smaller screen, you could be losing potential customers.

Health Checklist

- ☐ Does my website display correctly on a mobile phone?
- ☐ Is the text easy to read without zooming?
- ☐ Are buttons and links easy to tap?
- ☐ Do pages load quickly on a mobile connection?
- ☐ Can visitors complete enquiries easily on a mobile device?

Practical Action

Open your website on your mobile phone and browse it as a potential customer would. Make a note of anything that is difficult to read, navigate or use.

Your Notes

Health Check 7

Does Your Website Build Trust?

People are more likely to contact a business they trust. Your website should give visitors confidence by demonstrating your experience, professionalism and credibility.

Health Checklist

- ☐ Does my website explain who we are?
- ☐ Have I included genuine customer testimonials or reviews?
- ☐ Do I show examples of previous work or case studies?
- ☐ Is it easy to find my contact details?
- ☐ Does my website look professional and well maintained?

Practical Action

Look at your website as a first-time visitor. Ask yourself, "Would I trust this business?" If the answer is uncertain, identify one change that would increase confidence.

Your Notes

Health Check 8

Does Your Website Load Quickly?

Visitors expect websites to load quickly. If your pages take too long to appear, many people will leave before they've even seen what you have to offer.

Health Checklist

- ☐ Does my homepage load within a few seconds?
- ☐ Do images display quickly?
- ☐ Do all pages load without errors?
- ☐ Does my website perform well on a mobile phone?
- ☐ Is my website fast enough to keep visitors engaged?

Practical Action

Open your website on both a computer and a mobile phone. If any page feels slow to load, make a note of it and investigate what may be causing the delay.

Your Notes

Health Check 9

Do You Know How Your Website Is Performing?

A successful website should help your business attract visitors and generate enquiries. Measuring how your website performs helps you understand what's working and where improvements can be made.

Health Checklist

- ☐ Do I know how many people visit my website?
- ☐ Do I know where my visitors come from?
- ☐ Do I know which pages are most popular?
- ☐ Do I know how many enquiries my website generates?
- ☐ Do I review my website's performance regularly?

Practical Action

If you don't already measure your website's performance, make a note to install or review your website analytics. Understanding how people use your website is the first step towards improving it.

Your Notes

Health Check 10

Is Your Website Helping Your Business Grow?

Your website should be more than an online brochure. It should support your business by attracting visitors, generating enquiries and helping convert potential customers into clients.

Health Checklist

- ☐ Does my website generate regular enquiries?
- ☐ Does it support my business objectives?
- ☐ Is it helping me attract my ideal customers?
- ☐ Do I review and improve it regularly?
- ☐ Do I have a clear plan for developing my online presence?

Practical Action

Think about the last three enquiries your business received. Did they come through your website? If not, identify one improvement you could make this month to help your website become a more effective marketing tool.

Your Notes

Your Digital Health Summary

Congratulations on completing your Small Business Digital Health Check.

By now you should have a much clearer picture of how effectively your website and online presence support your business.

If you've identified several areas for improvement, don't be discouraged. Very few businesses achieve a perfect result. The important thing is knowing where to focus your time and effort.

Your Review

How many Health Checks highlighted opportunities for improvement?

☐ 0–2

Your online presence appears to be in good health. Continue reviewing your website regularly to keep it accurate, up to date and working effectively.

☐ 3–5

You've identified several opportunities to improve your online visibility. Addressing these over the coming months could make a noticeable difference to your website's performance.

☐ 6–10

Your website and online presence would benefit from a structured improvement plan. Prioritising the most important issues first will help you achieve the greatest impact.

Before You Continue

Take a few moments to review the notes you've made throughout this guide.

Which three improvements would make the biggest difference to your business?

You'll use these on the next page to create your personal action plan.

Your Action Plan

You've completed the Health Check and identified areas where your website and online presence could be improved.

Now choose the three actions that you believe will have the greatest impact on your business.

My Top Three Priorities

Priority 1

Priority 2

Priority 3

My Target Date

I will review my progress by:

Additional Notes

Remember...

Improving your online visibility doesn't have to happen all at once. Small, consistent improvements made over time are often far more effective than trying to change everything at once.

The important thing is to start.

How Digital Direction Can Help

Congratulations on completing your Small Business Digital Health Check.

By taking the time to review your website and online presence, you've already taken the first step towards improving your digital visibility.

Some of the actions you've identified may be straightforward to complete yourself. Others may require more time, specialist knowledge or technical expertise.

Digital Direction provides practical, independent advice to help small businesses improve their websites, strengthen their online presence and attract more customers.

We can help with:

- Digital Consultancy
- Website Consultancy
- Search Engine Optimisation (SEO)
- Google Business Profile Optimisation
- Website Planning and Development
- Content Strategy and Content Marketing

If you'd like to discuss your Health Check or simply want some practical advice on where to start, we'd be delighted to help.

Arrange a free, no-obligation consultation and let's talk about how your website can work harder for your business.

Digital Direction

www.digitaldirection.co.uk

info@digitaldirection.co.uk

07773 964633

 Chat with us on WhatsApp

Digital Direction

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Helping small businesses improve their websites, online visibility and digital presence through practical advice and over 20 years of experience.

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