



The Website Health Check

15 CHECKS · 15 MINUTES

Why your website is not bringing customers,
and what to fix first.

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BEFORE YOU START

How this checklist works

Fifteen checks, four categories, about one minute each. All you need is your phone and, for two of the speed checks, a laptop browser. Tick the box when a check passes; leave it empty when it fails. Your score at the end tells you where your website is leaking customers and what to fix first.

Three rules while you test:

1. Use your phone over mobile data, not office wifi. Most of your visitors are on a phone, and that is where sites fail first.
2. Pretend you are a stranger. You know where everything is on your own site; your next customer does not.
3. Be honest. A generous score helps nobody, least of all you.

Written by Aleksandar Simov, senior web designer and developer. This is the same checklist we run at the start of every Simov Studio project, and most sites fail at least five of the fifteen checks.



CATEGORY 1 OF 4 · 4 CHECKS

Speed

These four predict whether mobile visitors stay or bounce. Slow pages lose people before your content gets a chance to argue.



1. The five second load

Do this: **Open your homepage on your phone over mobile data, from a closed browser tab. Count seconds until you can read the main headline and see the main image.**

Pass if: **the page is readable within about 3 seconds. Over 5 seconds and a meaningful share of visitors has already left.**



2. The official number

Do this: **On a laptop, open pagespeed.web.dev and enter your address. Look at the mobile result and find "Largest Contentful Paint" in the top section (real-visitor data, when shown).**

Pass if: **LCP is 2.5 seconds or less. That is the threshold Google itself publishes for a "good" experience.**



3. The jumpy page

Do this: **Load your homepage on your phone and start reading immediately. Watch whether the text and buttons shift around as images and banners finish loading.**

Pass if: **nothing jumps after the first moment. Layout shifts make people tap the wrong thing and give a site a cheap feel.**



4. The instant tap

Do this: **The moment the page looks loaded, tap the menu button. Then tap a link. Notice any delay between your tap and the response.**

Pass if: **every tap responds instantly, with no dead moment where the page ignores you.**



CATEGORY 2 OF 4 · 3 CHECKS

Mobile experience

Three checks most sites fail without knowing. Your site was probably approved on a big desktop screen; your customers are not on one.



5. The thumb test

Do this: **Hold your phone in one hand and try to complete the main action on your site (call, book, buy, send the form) using only your thumb.**

Pass if: **you can reach and hit the main button one-handed, and it sits where a thumb naturally lands.**



6. Reading without zooming

Do this: **Open your services or about page on the phone. Read three paragraphs without pinching to zoom.**

Pass if: **body text is comfortably readable as-is. If you pinched even once, your text is too small for real use.**



7. Fat finger check

Do this: **On your menu and footer, try tapping each link quickly. Notice every time you hit the wrong link or need a second careful attempt.**

Pass if: **every link and button is hittable on the first try. Cramped tap targets quietly cost clicks all day.**

CATEGORY 3 OF 4 · 4 CHECKS

Trust signals

Four checks that decide whether strangers believe you. People buy from businesses that look real, current, and accountable.



8. The padlock

Do this: **Look at the address bar on your site. Check for the padlock and make sure no "not secure" warning appears on any page, including your contact form.**

Pass if: **every page loads over https with no warnings. One warning on a form page can end the visit there.**



9. Proof near the promise

Do this: **Find your reviews or testimonials. Check they have real names, and that at least one appears near your main offer, not buried on a separate page.**

Pass if: **a stranger meets believable, named proof before being asked to buy or inquire.**



10. The ten second who

Do this: **Time yourself finding: who runs this business, where it is, and a direct way to contact a human (email or phone).**

Pass if: **all three in under ten seconds. Anonymous websites read as risky websites.**



11. Signs of life

Do this: **Look for anything that dates the site: copyright year in the footer, latest work, latest post, current offers.**

Pass if: **nothing suggests abandonment. An old year in the footer or a blog that died in 2023 tells visitors nobody is home.**



CATEGORY 4 OF 4 · 4 CHECKS

Conversion path

Four checks from landing to "message sent". Traffic only matters if the path from first glance to inquiry has no holes in it.



12. The five second promise

Do this: **Show your homepage to someone who has never seen it, for five seconds. Ask them: what does this business do, for whom, and what were you supposed to do next?**

Pass if: **they answer all three. If they cannot, neither can your visitors.**



13. One obvious next step

Do this: **Open your five most visited pages. On each one, ask: what is the ONE action this page wants me to take, and is it visible without scrolling back up?**

Pass if: **every page has one clear, visible action. A page with three competing buttons converts like a page with none.**



14. Send your own form

Do this: **Fill out your own contact form from your phone, like a customer would. Count the required fields. Check what happens after you hit send, and how long until a reply lands.**

Pass if: **the form takes under a minute, confirms receipt immediately, and a reply arrives the same working day.**



15. The dead end audit

Do this: **Scroll to the bottom of your services, about, and blog pages. Check whether each page ends with somewhere to go next or just stops.**

Pass if: **no page is a dead end. Every page ends with a next step: contact, related service, or an offer.**



YOUR RESULT

Count your empty boxes

Every unticked box is a leak. Here is how to read your score, and the order to fix things in.

0-2 failed: **healthy**. Fix the failures this month and re-run the checklist twice a year.

3-5 failed: **leaking**. Your marketing is filling a bucket with holes in it. Fix speed failures first, then conversion, then trust, then mobile comfort.

6 or more failed: **the website is working against the business**. Patching one thing at a time rarely pays here; the structure itself needs attention.

What to do next

Fix it yourself: most trust and conversion failures are copy and layout decisions you can change in your page editor this week. Speed failures usually need a developer.

Or have us look: the free website audit is a personal, by-hand review of your site. You get the three fixes that matter most, in plain language, no obligation. Request it at simov.studio/free-website-audit.

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