PRINTABLE CHECKLIST · 15 CHECKS

The 15-Minute Mobile Website Check

Most of your customers see your website on a phone. Grab yours, open your homepage, and go down this list. Tick each box that's true. Anything unticked is a fix to make.

Why this exists: small business owners regularly post that their site is "slow on mobile" or "not loading on phones". These are the checks that catch most of those problems, without any tools.

1. First impression (3 minutes)

- [ ] **It loads in under about 3 seconds** on mobile data (turn Wi-Fi off to test). If not: large photos are the usual cause; resize them to 1,600 px wide or less.
- [ ] **Within one screen, I can tell what the business does and where.** If not: put one plain sentence at the top, like "Neighbourhood bakery on Elm Street, open 7am to 3pm."
- [ ] **Nothing covers the page** when it opens (pop-ups, chat bubbles, cookie banners that hide everything). If something does: delay it or make it smaller.
- [ ] **The text is readable without zooming.** If not: your site is missing its mobile setting (the "viewport"), or the font is too small.

2. Can a customer act? (4 minutes)

- [ ] **The phone number is a tap-to-call link.** Tap it: does your phone offer to call? If not: the number is plain text; make it a "tel:" link.

- [ ] **There's one obvious button** (Book, Order, Call or Get a quote) near the top.
- [ ] **Buttons are big enough for a thumb** and not crammed together.
- [ ] **Any form works on a phone.** Fill it in and send it to yourself; check that it arrives.
- [ ] **The address opens in maps** when tapped, and your hours are on the page as text, not only in a picture.

3. Being found and shared (4 minutes)

- [ ] **Your browser tab shows a clear page title** (business name plus what you do), not "Home" or "Untitled".
- [ ] **Searching your business name** shows your site with a sensible description under it.
- [ ] **Sharing your link in a message** shows a picture and a title. Try sending it to yourself.
- [ ] **There's a small icon** in the browser tab and when you save the site to your home screen.

4. Up to date (4 minutes)

- [ ] **Prices, menu and hours are current.**
- [ ] **The year at the bottom of the page is this year or last year.** An old year makes visitors wonder if you're still open.

My score

Boxes ticked: _____ out of 15

13–15: in good shape. 9–12: a few quick fixes will help. 8 or fewer: start with section 2; it's where customers give up.

The three fixes I'll make first:

An original CONE SUPREME checklist. It's general guidance, not a full technical audit. Want the fixes written for your site? Try the free website check.