

Website Health Check

Is your website working **for** you — or against you?

Use this quick 10-point checklist to see how your site performs where it matters most.

Your website is often the first impression your brand makes — and first impressions matter. A well-designed site doesn't just look good; it works hard behind the scenes to build trust, guide action, and turn visitors into clients.

Use this quick checklist to see how your site performs where it matters most.

It's not about perfection — it's about purpose. Let's see if your website is pulling its weight.

	YES	NO
First Impressions Count When someone lands on your homepage, can they instantly tell what you do — and why it matters? <i>Clarity beats cleverness every time.</i>		
Clear Call-to-Actions Do you tell visitors exactly what to do next (book, buy, contact, download)? <i>Every page should guide action, not just deliver information.</i>		
Content That Converts Are your words written for humans — not search engines? <i>Focus on clarity, confidence, and connection.</i>		
Visual Consistency Do your colours, fonts, and images align with your brand identity? <i>Cohesive visuals build trust and recognition.</i>		
Easy Navigation Can users find what they need in three click or less? <i>Simplicity = better user experience</i>		
Mobile Experience Does your website feel just as good on a phone as it does on a laptop? <i>If visitors have to pinch and zoom, they'll probably bounce.</i>		
Loading Speed Does your site load fast enough that no one reaches for their coffee while waiting? <i>A slow site costs you attention — and conversions.</i>		
Findability (SEO Basics) Can people actually find you when they search for what you offer? <i>If your audience can't find you, your design won't matter.</i>		
Data & Insight Do you know who's visiting your site, how they got there, and what they're doing? <i>Data tells you what's working — and what isn't.</i>		
Regular Updates Do you refresh your content or test your links regularly? <i>Outdated content gives the wrong impression — keep it alive.</i>		

Score yourself:

0–4 → Your website needs love

5–8 → You're halfway there — let's optimise!

9–10 → You're rocking it — now keep it consistent!

Final Note:

A functional website doesn't just look good — it *works* for you.

If this checklist made you think twice, maybe it's time for a refresh.

Visit brandfunctional.co.za — Let's make your website clear, confident, and conversion-ready.