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The Website That Wins Customers Checklist

12 things most South Jersey business sites get wrong — and how to fix them.

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Is your website actually working for you?

Most small business websites look fine but don't convert. They describe the business — hours, services, contact — without giving visitors a clear reason to reach out. This checklist covers the 12 most common issues we find when reviewing South Jersey business websites. Go through it honestly. Each item you can check off is one fewer thing standing between your site and more customers.

SECTION 1 — FIRST IMPRESSIONS (ABOVE THE FOLD)

What visitors see before they scroll

- Your headline tells visitors what you do and who you serve.

Example: "Lawn care for homeowners in Medford, Shamong, and Tabernacle" beats "Quality services for valued customers."

- There is a visible call-to-action (CTA) without scrolling.

A phone number, "Get a Free Quote" button, or contact link should be above the fold on every device.

- The page loads in under 3 seconds on mobile.

Test yours free at PageSpeed Insights (search "Google PageSpeed Insights"). A score below 50 on mobile means you're losing visitors before they see anything.

- The site looks correct on a phone.

More than half of local search traffic is mobile. Text should be readable without zooming, buttons should be tappable, and nothing should overflow the screen.

Pro tip: Open your site on your own phone right now and try to find your contact info in under 10 seconds. If you can't do it easily, a new visitor can't either.

SECTION 2 — CONTENT AND CREDIBILITY

Do visitors trust you enough to reach out?

- Your services page lists specific services, not vague categories.

Instead of "landscaping services," list "lawn mowing, mulching, spring/fall cleanup, shrub trimming" — separately if possible.

- You have at least 5 visible customer reviews on the site.

Reviews near your contact form are especially effective. If you're pulling from Google or Facebook, make sure they display on the page itself — not just via a link.

- You mention the towns or areas you serve by name.

This matters for both trust and SEO. Visitors want to know you work in their area. Google wants to know too.

- There is a photo of a real person (you, your team, or your work).

Stock photos signal generic. Real photos — even imperfect ones — build trust faster than anything else on the page.

- Your contact information is easy to find on every page.

Phone, email, or a contact form should appear in the header or footer — not only on the Contact page.

SECTION 3 — SEO BASICS

Can Google find you — and send the right people?

- Each page has a unique title tag that includes your location.

Example: “Lawn Care Services in Medford, NJ | Johnston Landscape” — not just your business name.

- Your homepage mentions the towns you serve in the body text.

Google reads your content. If Evesham, Voorhees, and Cherry Hill aren't on the page, you're invisible in those searches.

- You have a Google Business Profile that is complete and active.

If your GBP is incomplete, Google may rank a competitor with a worse website above you simply because their profile is more filled out.

SCORE YOURSELF

10–12 checked	Your site is in strong shape. Focus on driving traffic.
6–9 checked	Some quick wins available. Prioritize above-the-fold and reviews.
0–5 checked	Your site may be costing you customers. Worth a closer look.

Want us to review your site?

We do free website reviews for South Jersey small businesses. Reply to the email that sent you this guide, or reach out directly — we'll take a look and tell you specifically what's worth fixing.

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