

FREE GUIDE · NOXEB

The 15-Minute Website Clarity Check

Seven honest checks to see whether your website is working for you — or quietly costing you enquiries. No tools, no sign-up. Just you, your site, and fifteen minutes.

How to use it. Open your own website on a laptop and on your phone. Go through the seven checks below in order. For each one, answer honestly: yes or no. It takes about fifteen minutes. At the end, count your yeses and read the short score guide.

1 The 5-second test

WHY IT MATTERS	Most visitors decide in seconds whether they are in the right place. If they cannot tell what you do and who it is for, they leave.
THE QUICK TEST	Show your homepage to someone who does not know your business for 5 seconds, then hide it. Can they say what you do and who it is for?
IF IT IS A NO	Put a plain headline at the very top: what you do, who it is for, and where. Skip the clever slogan — clear beats clever.

2 One clear next step

WHY IT MATTERS	A confused visitor does nothing. If everything on the page shouts equally loudly, nothing gets clicked.
THE QUICK TEST	On your homepage, is there one obvious main action near the top — call, get a quote, book — or several buttons competing for attention?
IF IT IS A NO	Pick the single most valuable action and make it the loudest button on the page. Everything else is secondary.

3 Proof you are real and trusted

WHY IT MATTERS	People buy from businesses they trust. Claims are cheap; proof is what actually convinces a stranger.
THE QUICK TEST	Within one scroll, can a stranger see real evidence — reviews with names, photos of your actual work, recognisable logos, a guarantee?
IF IT IS A NO	Add two or three genuine reviews, real photos (not stock images), and any credentials or guarantees. Specific beats polished.

4 Plain language

WHY IT MATTERS	Jargon makes people feel they are missing something, and unsure people do not buy. The clearest site usually wins.
THE QUICK TEST	Read your homepage out loud. Does it sound like a person talking to a customer, or like a brochure? Would your customer use these words?
IF IT IS A NO	Cut the buzzwords. Write the way you would explain it to a customer across a kitchen table.

5 Easy to contact

WHY IT MATTERS	Every extra click between 'interested' and 'in touch' quietly loses people who would have enquired.
THE QUICK TEST	From any page, how fast can someone contact you? Is your number, form, or message button obvious — or do they have to hunt for it?
IF IT IS A NO	Put a clear way to get in touch on every page: a visible number, a short form, or a message button. Make it effortless.

6 Works on a phone

WHY IT MATTERS	Most people will see your site on a phone first. If it is slow or fiddly there, you have lost them before they read a word.
THE QUICK TEST	Open your own site on your phone. Does it load quickly, read easily without zooming, and are the buttons easy to tap with a thumb?
IF IT IS A NO	Make text readable without zoom, buttons thumb-sized, and the page load in a few seconds. Fix the worst offenders first — usually big images.

7 Looks alive, not abandoned

WHY IT MATTERS	A neglected-looking site makes people wonder whether you are still in business, or still care about the details.
THE QUICK TEST	Hunt for broken links, placeholder 'lorem ipsum' text, an old copyright year, or dead 'coming soon' pages. Find any?
IF IT IS A NO	Fix broken links, replace placeholder text, update the year, and remove or finish any 'coming soon' pages. Small signals of care add up.

Score yourself

Count how many of the seven you can honestly answer 'yes' to.

7 Sharp. Your site is doing its job — keep it current.

4–6 Close. A few fixes could noticeably lift the number of enquiries you get.

0–3 It is costing you enquiries. The good news: these are all fixable, and the wins are quick.

Found gaps you would rather not fix yourself?

That is exactly what we do. NOXEB builds and fixes websites and systems for service businesses — plain, practical, and yours to keep, with the documentation to run it yourself. Take a look at **noxeb.com**, or get in touch and tell us what you found.

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