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# Is Your Website Costing You Customers?

A 10-point checklist — the same quick audit we run on every site.

Your website is often the first impression a customer gets — and they decide whether to trust you in seconds. Go through this list honestly. Every box you **can't** check is a place you may be quietly losing business. The good news: every one of them is fixable.

## The 10-Point Check

- Loads in under 3 seconds.** Slow sites lose visitors before they ever see you — most people leave if it isn't quick.
- Looks great on a phone.** Most local searches happen on mobile. If it's clunky on a phone, you're losing the majority.
- Says what you do in 5 seconds.** A visitor should know what you offer and where, instantly — no hunting required.
- Has an obvious next step on every page.** Call, quote, or book — there should always be one clear action a ready customer can take.
- Shows up when people Google your service + town.** If competitors rank for "[your service] near me" and you don't, those customers are theirs.
- Looks modern and trustworthy.** People judge your credibility in a fraction of a second. A dated look quietly costs you jobs.
- Shows your phone number and hours up front.** Don't make people dig. Visible contact info turns browsers into calls.
- Features real reviews or testimonials.** Social proof is one of the strongest reasons a stranger decides to trust you.
- Is linked to a complete Google Business Profile.** This is the #1 driver of local visibility — and it should point back to your site.
- Is actually being maintained.** Security updates, backups, and small fixes keep it fast, safe, and working — not slowly breaking.

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How did you do?

**8–10 boxes:** You're in great shape — keep it maintained. **4–7:** You're leaving real money on the table.  
**0–3:** Your website is likely costing you customers right now.

### Couldn't check every box? That's exactly what we fix.

Peak Beak builds custom, no-template websites for local businesses — designed to get you found, build trust, and turn visitors into customers. Book a free 15-minute call and we'll tell you exactly what to fix (whether you hire us or not).

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