The 2027 Small Business Website Checklist

10 checks to run before January

- [ ] The first screen says what you do, who it's for and where
- [ ] Every service has its own page or section, in plain words
- [ ] Prices (or "by consultation"), hours and contact are typed text, up front
- [ ] Real people with names, photos and short bios
- [ ] Proof with names attached
- [ ] An FAQ that answers the questions people actually ask, in the page text
- [ ] One clear next step, without phone tag
- [ ] Built for the phone first
- [ ] Kept current, with no last-season content
- [ ] Readable by Google and AI search

15-minute self-check

Phone test: Can a stranger tell what you do, where you are and how to contact you?

Copy test: Can you highlight your prices, hours and services as text?

Calendar test: Fix or remove finished events, old promotions and outdated hours or titles.

Run the free Digital DNA Test at gohuntr.com