

CROSSING RIVER STUDIOS

Columbus Small Business Website Audit Checklist

YOUR TOTAL SCORE

_____ out of 33

Grade your website in 10 minutes. Find the gaps that are costing you leads.

How to use this checklist: Work through each section. For every item that currently describes your website, check the box and count it as 1 point. Tally each section score, then add them up for your total.

★ **High-impact item** — Items marked with a gold star have the greatest effect on lead generation. Prioritize these if your time is limited.

FIRST IMPRESSIONS & VISUAL DESIGN

Checklist Item	✓	Notes
★ Does your homepage immediately communicate what you do and who you serve within 3 seconds?	<input type="checkbox"/>	
Is your logo clear, high-resolution, and properly sized on all devices?	<input type="checkbox"/>	
Does your color scheme feel professional and consistent across every page?	<input type="checkbox"/>	
Are fonts readable? (Minimum 16px body text, consistent heading hierarchy throughout)	<input type="checkbox"/>	
★ Do your images feel current, high-quality, and authentically local — not generic stock photos?	<input type="checkbox"/>	
★ Is there a clear, visible call-to-action above the fold on your homepage?	<input type="checkbox"/>	

Section Score: ____ / 6

MOBILE RESPONSIVENESS

Checklist Item	✓	Notes
★ Does your website look great and function perfectly on a smartphone?	<input type="checkbox"/>	
Can visitors tap phone numbers, buttons, and links easily with their thumbs?	<input type="checkbox"/>	
★ Does your site load in under 3 seconds on mobile? (Over 53% of users leave if it doesn't)	<input type="checkbox"/>	
Is your navigation menu simple and usable on small screens?	<input type="checkbox"/>	

Are images and videos scaled correctly with no horizontal scrolling, no cut-off content?

Section Score: ___ / 5

LOCAL SEO & GOOGLE VISIBILITY

Checklist Item	✓	Notes
★ Is your business name, address, and phone number (NAP) displayed consistently on every page?	<input type="checkbox"/>	
★ Have you claimed and fully optimized your Google Business Profile?	<input type="checkbox"/>	
★ Does your homepage title tag include your city and primary service? (e.g. 'Web Design Columbus OH')	<input type="checkbox"/>	
Do you have at least 10 genuine Google reviews from satisfied customers?	<input type="checkbox"/>	
Is your business listed on Yelp, BBB, and the Columbus Chamber of Commerce directory?	<input type="checkbox"/>	
Do your page URLs, headings, and image alt-text include relevant local keywords?	<input type="checkbox"/>	

Section Score: ___ / 6

CONTENT & TRUST SIGNALS

Checklist Item	✓	Notes
★ Do you have genuine customer testimonials or case studies with real, specific results?	<input type="checkbox"/>	
Is there a clear, humanizing 'About Us' page, do people know who they're doing business with?	<input type="checkbox"/>	
★ Does your website answer the 3 most common questions your customers ask before buying?	<input type="checkbox"/>	
Is your blog or news section updated at least quarterly? (Stale content hurts search rankings)	<input type="checkbox"/>	
Are your service pages specific enough? ('Marketing Services' is too vague be specific)	<input type="checkbox"/>	

Section Score: ___ / 5

LEAD CAPTURE & CONVERSION

Checklist Item	✓	Notes
★ Is it immediately obvious how to contact you i.e. phone, email, or form from any page?	<input type="checkbox"/>	
★ Does your contact form actually work and send you notifications? (Test it right now)	<input type="checkbox"/>	
Do you have a lead magnet, free resource, or email opt-in to capture visitors not ready to buy yet?	<input type="checkbox"/>	
★ Does your website have a clear primary CTA repeated at multiple points (not just the footer)?	<input type="checkbox"/>	
Are you tracking form submissions and phone call leads in Google Analytics or similar?	<input type="checkbox"/>	

Section Score: / 5

TECHNICAL HEALTH & SECURITY

Checklist Item	✓	Notes
★ Does your website have an SSL certificate? (Your URL should start with https://)	<input type="checkbox"/>	
Have you checked for broken links in the past 6 months?	<input type="checkbox"/>	
Is your website CMS (WordPress, Squarespace, etc.) fully updated with current software?	<input type="checkbox"/>	
★ Do you have regular automated backups? (If your site crashed tomorrow, could you restore it?)	<input type="checkbox"/>	
★ Have you run your site through Google PageSpeed Insights and addressed critical issues?	<input type="checkbox"/>	
Is there a clear privacy policy page? (Required by law if you collect any user data)	<input type="checkbox"/>	

Section Score: / 6

SCORING GUIDE — WHAT YOUR SCORE MEANS		
Score	What It Means	Recommended Action
0–4	Critical Your website is likely costing you customers every day. Immediate action is needed on multiple fronts.	<i>Get a free River Test review from CRS start with your biggest gaps first.</i>
5–12	Needs Work You have a foundation, but significant gaps are limiting your growth and visibility in Columbus.	<i>Prioritize the ★ high-impact items. Consider a consultation with CRS to build a roadmap.</i>
13–20	Getting There Solid progress. A few targeted fixes could meaningfully boost your lead generation.	<i>Focus on the items you couldn't check. A single session with CRS can often resolve 3–5 issues at once.</i>
21–27	Strong Your website is working hard for you. Fine-tuning and ongoing optimization will take it even further.	<i>Send us your score we'd love to confirm your results and identify any remaining opportunities.</i>

You've Done the Hard Part. Now Let's Fix What You Found.

Most Columbus business owners who complete this audit discover 3–5 critical gaps they didn't know existed. That's not a failure, that's valuable information. And it's exactly where Crossing River Studios can help.

OUR OFFER TO YOU

The 20-Minute River Test

Email us your audit score and we'll review your website for **free**, no strings attached. We look at your site through the eyes of a Columbus customer who's never heard of you before and tell you honestly what they'd think.

- 01)** Email your audit score to: nathan@crossingriverstudios.com
- 02)** We'll review your website within 1 business day
- 03)** You'll receive a short video note with 3 specific observations, no sales call, no pressure

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crossingriverstudios.com · Columbus, Ohio

"We're not the biggest agency in Columbus. We're just the most invested in your success."
— Nathan Schoener

FULL-SERVICE MARKETING FOR COLUMBUS BUSINESSES

Website Design · SEO & Lead Generation · Video Marketing · Social Media Management · Drone Aerial Photography · 360 Video · Podcast Production · Radio & Streaming TV Ads