

QUICK SELF-CHECK LIST - 10 MINUTES, PEN IN HAND

10 things I would check on any business website

Go through your own site on a phone and on a computer. Wherever you cannot tick the box with a clear conscience, you are losing visitors, customers or Google rankings.

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- ☐ **1. Is it clear within 5 seconds what you do and for whom?**
The first screen of the homepage: a clear headline, one sentence about your audience and a visible button (request a quote, call).
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- ☐ **2. Does it work on mobile?**
Open it on your phone: readable text, nothing breaks, buttons are tappable, the menu works.
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- ☐ **3. Does it load in under 3 seconds?**
Measure it at pagespeed.web.dev. If the mobile score is red, images and plugins are the usual culprits.
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- ☐ **4. Is there a Romanian (or Hungarian) version?**
In the Székely Land half of all searches are in Romanian. A single-language site simply does not show up for the other half.
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- ☐ **5. Is the price, or at least a starting price, visible?**
"Request a quote" is the most common exit point. A "from" price builds trust and filters out mismatched leads.
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- ☐ **6. Do you have real references and reviews?**
At least 3 detailed references (task, result, link) and recent Google reviews. A wall of logos is not proof.
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- ☐ **7. Does the form work and is the phone number tappable?**
Send yourself a test message. Check that it arrives and that the number can be called with one tap on a phone.
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- ☐ **8. Has it been updated in the last 3 months?**
Old year in the footer, expired promotion, outdated WordPress and plugins - Google and visitors notice. Security risk starts here too.
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- ☐ **9. Are cookies and GDPR in order?**
Cookie banner with a real choice, privacy policy, company details in the footer (registration numbers). For shops: terms and conditions and the ANPC link.
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- ☐ **10. Does Google find you in your city?**
Search for your service together with your city name. If you are not on page one, Google Business Profile and local keywords are the next step.

If you got stuck on any point, send me your website address and I will send you a free 10-point list of what I would improve:

eaglesolutions.ro/en/contact-us