RECREAID

Free guide

The 5-minute website check.

Five things every visitor notices, and how to test them on your own website today.

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9 pages · swipe →

Visitors decide in seconds.

Before anyone reads a word, they've already judged your website. These five checks show you what they see.

- Open your website on your phone
- Take five minutes
- Answer each test honestly: yes or no

01

First impression

THE TEST	Open your homepage, look for five seconds, then close it. Can you say what you do, who it’s for, and where?
GOOD SIGN	The first line you see names what you do and who it’s for.
QUICK FIX	Rewrite your headline as: we [do what] for [whom], in [where].

02

Getting in touch

THE TEST	From your homepage, count the taps it takes to send an enquiry or make a booking.
GOOD SIGN	Two taps or fewer, and the button is visible without scrolling.
QUICK FIX	One clear button at the top, with the same words on every page, like “Book a call”.

03

Speed

THE TEST	Go to pagespeed.web.dev, enter your address, and look at the result for phones.
GOOD SIGN	Your homepage loads in under three seconds on a phone.
QUICK FIX	Shrink large images before uploading them (squoosh.app is free), and remove apps or plugins you no longer use.

04

Google basics

THE TEST	Search for your business name and town. Then read the title and text Google shows for you.
GOOD SIGN	You come up first, with a title and description that make people want to click.
QUICK FIX	Give every page its own title and description, and set up your free Google Business Profile.

05

Access for everyone

THE TEST	Step outside, phone at full brightness. Read every line and tap every button on your homepage.
GOOD SIGN	Every word is easy to read, and every button is easy to hit.
QUICK FIX	Strong contrast between text and background, body text of at least 16 px, and a short description on every image.

Count your yeses.

5 / 5 Strong foundations. The finer points are what turn visits into enquiries.

3–4 Good bones, a few leaks. Fix those first and you'll feel the difference.

0–2 Your website is probably leaving enquiries on the table. Start with test 01.

WANT A SECOND PAIR OF EYES?

Re:view your website.

A web designer shows you the three things worth fixing first, each with a fix, plus a 20-minute call. Start with a free first look.

recreaid.com/website-check →