

5 Things Every Small Business Site Needs

Practical essentials for a site that builds trust and converts visitors into leads.

The Essentials

- Layout, buttons, and forms must work flawlessly on phones. Most local customers will find you on mobile first.
- Every key page should guide visitors to one primary action: call, book, or request a quote. Avoid competing CTAs.
- Aim for under 3 seconds on mobile. Compress images, minimize scripts, and use modern hosting.
- SSL is non-negotiable for trust and SEO. Fix mixed-content warnings and renew certificates before expiry.
- Test forms weekly. Confirm email delivery, spam filtering, and autoresponders so no lead is lost.

Bonus: Trust Signals

- Show real photos, client outcomes, certifications, and service area.
- Keep content current: hours, team, services, and copyright year.
- Add reviews or testimonials with permission.