Hypso Technologies

Is your website ready for customers?

Open your site on your phone and check off each item that's true today.

First impression

- [ ] The top of the homepage says what you do, in plain words
- [ ] Your town or service area is easy to spot
- [ ] There's one clear next step, like call, book or get a quote
- [ ] Photos are real and recent, not generic stock

On a phone

- [ ] Text is readable without zooming
- [ ] Your phone number starts a call with one tap
- [ ] Pages load in a few seconds on mobile data
- [ ] Buttons and links are easy to tap

Accurate and current

- [ ] Hours are correct, holidays included
- [ ] Prices and services match what you offer today
- [ ] No old announcements or expired specials
- [ ] Every link and button goes somewhere that works

Trust and findability

- [ ] Visitors can see who runs the business
- [ ] A few customer reviews are on the site
- [ ] The address bar shows a lock (https)
- [ ] Your Google Business Profile matches your site

14 to 16 checked: you're in good shape. **10 to 13:** a few fixes will pay off. **Under 10:** your site is likely turning customers away.

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I reply within one business day.