

FREE TOOL FROM ZOSSOZ

Is Your Website Helping or Hurting?

Ten yes-or-no questions, a score, and the one thing to fix first

For Owners with a website

Takes 2 minutes



zossoz.com/free

Customers often find the mistakes on your website before you do, with a phone in one hand. You can see what they see in two minutes. Answer ten yes-or-no questions about your own site, count your yeses, and read what your score says to do next.

Before you start

Use your own phone, with Wi-Fi switched off so you're on cell data, in a private browser window. Search your business name the way a stranger would, then open your website from the results.

Answer Yes only when you just checked it. If you're not sure, that's a No.

TIP

No website yet? Run the same questions on your Google profile and your Instagram, and skip question 9.

The ten questions

Question 1: Are your hours easy to find, and the same as on your Google profile?

- ☐ Yes
- ☐ No

Why it matters: A customer who drives to a closed door because the hours were wrong is not going to be happy about it.

Fix first: Write your hours once, every day including closed days, and make the site match your Google profile word for word.

Question 2: Does your phone number call when you tap it?

- ☐ Yes
- ☐ No

Why it matters: Someone on a phone wants to tap, not copy a number into a keypad.

Fix first: Make the number a tap-to-call link at the top of the homepage and on your contact page.

Question 3: Can you read your menu or price list without pinching and zooming?

- ☐ Yes
- ☐ No

Why it matters: A photo or a PDF of a menu is hard to read in bright sun, and nobody wants to pinch and zoom on a sidewalk.

Fix first: Put the menu or prices on the page as text, in short sections, with prices that match what you charge today.

Question 4: Is the first screen clear, with text you can read and one obvious thing to tap?

- ☐ Yes
- ☐ No

Why it matters: The first screen is all a stranger sees before they scroll or leave.

Fix first: Cut the first screen down to a headline, one photo and one main button, with no pop-ups.

Question 5: Does it say where you are, with a map that opens directions?

- ☐ Yes
- ☐ No

Why it matters: "Where are you?" is the next question after "Are you open?"

Fix first: Put your address and a tap-to-open map on the homepage or a Visit page. Work at customers' places? List the areas you serve.

Question 6: Does the page open in a few seconds on cell data?

- ☐ Yes
- ☐ No

Why it matters: A page that stalls on a phone is an easy one to close.

Fix first: Shrink or replace the biggest photos, and remove anything that plays or slides by itself.

Question 7: Are your photos real and from the last year?

- ☐ Yes
- ☐ No

Why it matters: Current photos of your place and your work show a stranger the place is open and real.

Fix first: Swap in three new phone photos taken in daylight: the front, the inside, and your work or best seller.

Question 8: Is there a way to ask or book, and have you tested it?

- ☐ Yes
- ☐ No

Why it matters: A button or form that goes nowhere means messages you never see.

Fix first: Send yourself a test message through the form or button, then check your inbox and your spam folder.

Question 9: Does your Google profile link to your website, and does the link open the right page?

- ☐ Yes

☐ No

Why it matters: The profile is where many people meet you first, and that link is the way to your menu, prices or story.

Fix first: Sign in to your profile, choose Edit profile, and put your full address (starting with https://) in the Website line.

Question 10: Does the first line say what you do and where?

☐ Yes

☐ No

Why it matters: A stranger should know in one glance what you are, and "Welcome" doesn't tell them.

Fix first: Write one line in plain words you'd say at the counter, like "Colada at the window, since morning" (a made-up cafe).

Your score

Count your yeses. _____ out of 10

Your score	What it says
8 to 10	Helping
5 to 7	Mixed
0 to 4	Hurting

8 to 10: Helping

Your site does its basic job. A customer on a phone can find you and reach you without trouble. Fix any No answer this week, and run these ten questions again before the next holiday or busy season, since hours and photos are what go out of date first.

5 to 7: Mixed

A customer can get through your site, but a few spots may lose them on the way. Start with your first No: the questions run from the most urgent to the least. Fix the first three Nos this week. If you'd like a second pair of eyes, ask for the free teardown: a person reads your site and emails you a written list of what to fix first. zossoz.com/websites#teardown

0 to 4: Hurting

Right now, your website may be getting in the way of customers who are ready to come in. That's fixable, and most of it is small jobs. Pick your first No and do that today. For the whole picture, ask for the free teardown: a person reads your site and emails you a written list of what to fix first. zossoz.com/websites#teardown

Next

1. Circle your first No and fix it today. Most take under ten minutes.
2. Write down your other Nos and do one a day.
3. Put a reminder in your phone to run these ten questions again on the first of the month.

Want to see your own homepage?

Send us your business name and your Google Maps link. We'll mock up your homepage, free, within 2 to 3 business days. Nothing to sign, and no obligation.

zossoz.com/mockup

Already have a website? Ask for the free teardown: a person reads your site and sends you a short list of what to fix first, at zossoz.com/websites#teardown. More free guides are at zossoz.com/free.

Websites your customers can *actually* use.

iPhone and iPad apps that keep the work moving.



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