

Website Checklist for SMEs

What should really be clear before you start

A good website does not have to do everything from day one.
But from the start, it should make clear:

- what you offer
- who it is for
- why it is relevant
- what the next step is

This checklist helps you sort out the most important points in a compact way before you begin.

1. Goal of the website

What should your website improve first and foremost?

- ☐ more inquiries
- ☐ better inquiries
- ☐ clearer positioning
- ☐ more trust
- ☐ better local visibility
- ☐ a more professional overall impression
- ☐ other: _____

2. Target audience and main offer

Who should the website primarily speak to?

Which offer should be most visible?

What should visitors understand within a few seconds?

Is there a clear main offer?

- ☐ yes
 - ☐ no
 - ☐ partly
-

3. Homepage quick check

Be honest:

- ☐ It is quickly clear what is being offered
- ☐ It is clear who the offer is for
- ☐ The value is understandable
- ☐ There is a clear call to action
- ☐ Trust is built early on

If you hesitate several times here, the bottleneck is often not design, but clarity.

4. What is really needed at launch

Which pages are truly essential for the launch?

- ☐ Homepage
- ☐ Services
- ☐ About us / Profile
- ☐ Contact
- ☐ References / Examples
- ☐ FAQ
- ☐ other: _____

Which content is already available?

- ☐ Texts
- ☐ Images
- ☐ Service descriptions
- ☐ Contact information
- ☐ Legal pages
- ☐ References / Examples
- ☐ Frequently asked questions

What is still missing?

5. Building trust

What helps build trust on your website?

- ☐ clear point of contact
- ☐ location / regional proximity
- ☐ understandable process
- ☐ clear offer structure
- ☐ real contact options
- ☐ references or examples
- ☐ reviews / testimonials
- ☐ transparent entry points

Which of these is already in place?

6. Local visibility

Should the website also be found locally?

- ☐ yes
- ☐ no
- ☐ partly

Which towns or regions are important?

Is there already a Google Business Profile?

- ☐ yes
- ☐ no

7. Focus for launch

What does not need to be part of the project right away?

Which extras would delay the launch more than improve it?

A smaller start is often better — as long as it is clear and convincing.

8. Quick assessment

After going through the checklist, it is now most clear that:

- ☐ our offer is not clearly enough formulated yet
- ☐ the homepage needs to be easier to understand
- ☐ content and page structure are still missing
- ☐ too little trust is being built so far
- ☐ local visibility has not yet been properly considered

- ☐ we first need a realistic project start
- ☐ we should sort this out together in a conversation

9. The next sensible step

If several points are still open after filling this out, that is not a problem.

That is exactly why a short conversation is worthwhile: to sort out priorities, structure, and the right starting point.

Do you want to sort through these points together instead of doing it alone?

Then let us put your website project in order together — compact, clear, and without unnecessary detours.

For SMEs in Darmstadt, Frankfurt, and the Rhine-Main region.