

# THE WA WEBSITE LEAK CHECK

*16 fast checks. 10 minutes. See where your site is bleeding leads.*

## **Why this**

Most WA owners over-rate their website. They look at it on desktop, on good wifi, after a coffee. Their customers see it on a four-year-old phone, on patchy reception, between two other jobs. That gap is where leads die.

This sheet covers the four things a small business website needs to do its job: load fast on mobile, look trustworthy at a glance, make it clear what you do and where, and give one obvious next step.

A Mandurah builder we worked with doubled his quote acceptance after replacing stock photos with on-site project shots from his phone. No code, no rebuild. Just one of these 16 fixes.

A Fremantle wellness studio shaved 4 seconds off mobile load time by compressing their hero image — bookings climbed inside 2 weeks. Small fix. Real money.

## **How to use**

Print it (or open on your phone). Tick honestly. Score yourself at the end. Fix your weakest group first.

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Servicing Perth metro + Bunbury and the South West

*Properly built. Properly looked after.*

# The 16-point check

## 1. Speed & mobile

- ☐ **1a. Loads in under 3 seconds on mobile.** Test free at [pagespeed.web.dev](https://pagespeed.web.dev).
- ☐ **1b. No layout shift while loading.** Buttons shouldn't move as the page loads.
- ☐ **1c. Phone number is tappable (opens dialler).** Tap on your phone — if it just selects text, fix it.
- ☐ **1d. Address opens Google Maps with directions.** Tap your address — should drop into Maps with route.
- ☐ **1e. Forms work on mobile without zoom.** Tap each field — no pinch required.

## 2. Trust signals

- ☐ **2a. Real photos of your team or work (not stock).** Stock photo = "I don't trust this business".
- ☐ **2b. Visible WA address or service area.** "Servicing Perth & northern suburbs" is enough.
- ☐ **2c. ABN visible somewhere.** Footer, About page, contact — anywhere.
- ☐ **2d. Reviews or testimonials with full names.** "John D." reads fake; "John Davies, Booragoon" reads real.
- ☐ **2e. Clear "About" page with a face.** Most-skipped page on small business sites.

## 3. Clarity

- ☐ **3a. The 5-second test.** Show your homepage for 5 sec. Can a stranger say what you do, where, and what to do next?
- ☐ **3b. Service pages aren't a wall of jargon.** Read it out loud. Wouldn't say it in person? Don't put it on the page.
- ☐ **3c. Pricing or "from \$" on at least one page.** Filters out wrong customers; pre-qualifies right ones.
- ☐ **3d. One clear primary next step per page.** Book / Call / Quote. Not three at once.
- ☐ **3e. A 24/7 way to enquire (form, chat, callback).** 9pm Sunday enquiries = real money for tradies.

## 4. Maintenance

- ☐ **4a. Secure connection on (HTTPS).** URL starts with <https://> — little padlock in browser. Free with most hosts.

SCORE: \_\_\_\_ / 16

# What your score means

## 12+ — Top third for WA small business

The site's pulling its weight. Polish > rebuild.

## 8–11 — Average

Solid foundation. Fix lowest-scoring group first.

## Under 8 — Actively losing jobs

The leak's heavy. Don't paint over it — diagnose.

## Next best action by weakest group

### Speed & Mobile weakest?

Run pagespeed.web.dev. Compress images first (largest, easiest win). Then ditch unused plugins.

### Trust weakest?

Spend an afternoon shooting 10 phone photos of your work/team/space. Replace every stock image. Update About with a face.

### Clarity weakest?

Rewrite your homepage hero: "[What you do] for [who] in [where]. [What next →]". Then strip every page to one CTA.

### Maintenance weakest?

Today: turn on HTTPS via your hosting dashboard. 5-minute job.

## The quickest win

Most owners we audit can move from 8/16 to 13/16 in a single weekend. The order: photos (Saturday morning), homepage clarity rewrite (Saturday afternoon), pricing indication (Sunday morning), CTA cleanup (Sunday afternoon). Speed fixes can wait until next week.

## Want us to fix it for you?

Get Found Online — our service that builds and maintains websites for WA small business owners. Website + Google Business Profile + SEO, done properly and looked after monthly.

From \$1,500 setup. Monthly retainer to keep it sharp.

→ [swanops.com.au/#solution](https://swanops.com.au/#solution)

Or start with a proper diagnosis: The Look-See Audit (\$400). 50% credited if you continue with Swan Ops within 60 days.

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