

# 7 things wrong with most small business websites

Run this on your own site in about ten minutes. No jargon. Every point below is something I fix for clients, and every one of them quietly costs you customers.

## 01 No way to contact you in one tap

Most small business sites bury the phone number in a footer or behind a Contact page. On a phone, every extra tap loses people.

**FIX · Put a tappable phone number and a short form on the first screen.**

## 02 It was never checked on a phone

More than half your visitors are on a phone. Tiny text, overlapping buttons, or pinch-to-read means they leave and call someone else.

**FIX · Open your own site on your phone and try to book yourself as a customer.**

## 03 Google shows the wrong description

With no description tag, Google grabs whatever text it finds first. That is often a menu or a cookie notice.

**FIX · Write one clear sentence, 50 to 160 characters, for every page.**

## 04 Photos are enormous

One camera photo can be 5 MB. On phone data that is several seconds of blank screen, and people leave before it appears.

**FIX · Resize images to about 1,600 pixels wide and save them as WebP.**

## 05 Nothing tells Google where you are

If your address, hours, and service area are not written as structured data, you show up in fewer local searches.

**FIX · Add business details and keep your Google Business Profile matching exactly.**

## 06 No reason to trust you yet

Visitors do not know you. Reviews, photos of real work, and a face build more trust than any design flourish.

**FIX · Put your best review and a photo of actual work near the top.**

## 07 The page has no single job

Pages that try to say everything convert nobody. Each page should push one action: call, book, order, or request a quote.

**FIX · Pick one action per page and repeat it at the top, middle, and bottom.**

## Want to know how your site scores?

Run the free checkup at [jstudioweb.ink/checkup.html](https://jstudioweb.ink/checkup.html) for speed, Google, mobile and accessibility scores in about 20 seconds.

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