

Is Your Website Helping You Win Work?

Quick Checklist for Vaughan-Based Manufacturers

✓ Basic Structure & Function

- ☐ Loads fast (under 3 seconds)
- ☐ Works on mobile
- ☐ Easy to navigate
- ☐ Contact form is simple and works
- ☐ Phone number is visible on every page
- ☐ Address and map are easy to find
- ☐ No broken links or outdated info

✓ Clarity & Messaging

- ☐ Explains what you do in 1-2 sentences
- ☐ Shows clear examples of your work
- ☐ Includes industries or types of customers you serve
- ☐ Shows trust (logos, testimonials, or certifications)
- ☐ Has recent content (last 6-12 months)
- ☐ Makes it easy to request a quote or book a call

✓ Conversion & Lead Gen

- ☐ Tracks leads (with email capture or forms)
- ☐ Google shows your business for local searches
- ☐ Visitors are guided to take action (no dead ends)
- ☐ You get at least 1-2 qualified inquiries per month
- ☐ You know what pages people visit most

👉 What Now?

If you checked fewer than 10 boxes, your site might be losing business. We can run a free audit to show what's working and what's not.

