

FREE PRACTICAL GUIDE

THE 10-MINUTE WEBSITE CLARITY CHECK

A practical first review for small-business websites

10 MINUTES

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The 10-Minute Website Clarity Check

A focused quick win before you move to a complete workbook.

Use this quick check to see whether visitors can understand your business, trust what they see and identify the next step.

Who this is for

Small-business and local-business owners who want a practical starting point without unnecessary technical language.

What you will complete

- ☐ A five-second homepage test
- ☐ Six practical review areas
- ☐ A simple 24-point scorecard
- ☐ Three first-priority actions

How to use it

Work through the pages in order. Use your live website or business profile, answer honestly and record no more than three immediate actions. A short list that gets completed is more useful than a long list that is ignored.

Keep the scope small. This guide addresses one specific problem. The related paid workbook provides the complete system, deeper explanations and a longer action plan.

QUICK REVIEW

1. Test the first impression

Open the homepage on a phone and do not scroll for five seconds.

- ☐ **First-screen clarity** A visitor can identify what the business provides without scrolling.

Your evidence:

- ☐ **Customer clarity** The page makes it clear who the service or product is designed for.

Your evidence:

- ☐ **Location clarity** The service location or delivery area is easy to find where it matters.

Your evidence:

Scoring Give each check 0 for missing, 1 for partly clear, 2 for mostly clear or 3 for immediately clear.

2. Test trust and the next step

- ☐ **Primary action** One main call, enquiry, booking or purchase action stands out.

Your evidence:

- ☐ **Trust basics** Business identity, contact details and genuine proof are visible.

Your evidence:

- ☐ **Mobile use** Text, navigation, buttons and forms work comfortably on a phone.

Your evidence:

3. Decide what to fix first

Review area	Score 0 to 3	First action
First-screen clarity		
Customer clarity		
Location clarity		
Primary action		
Trust basics		
Mobile use		
Your three priorities:		

Continue with the complete workbook

Use the free guide to identify the first action, then use the complete workbook to build a repeatable system.



VOLUME 1

Stop Guessing What to Fix on Your Website

The complete workbook provides:

- 50 ordered website checks
- Practical worksheets and notes
- A clear improvement plan

Price: A\$17

Product-specific URL required before publication

[View The Website Owner Series](#)

My first three actions:

Important This guide provides general educational information. Results depend on your business, customers, website and implementation. No rankings, traffic, enquiries, sales or other outcomes are guaranteed.