



Is Your Website Silently Killing Your Business?

21-Point Local Business Website Checklist

2025 Edition

Matt Farran

Sons of Thunder Development

540-412-8363 | matt.farran@sonsofthunderdevelopment.com

Put a ✓ or ✗ next to each one. Be honest!

Design & First Impression

- Loads in under 3 seconds on a phone
- Looks modern (not like it was built in 2009)
- Phone number is clickable in the top-right corner
- Clearly shows your location / city in the header or hero section
- Visitor knows exactly what you do in <5 seconds

Lead Capture

- Contact/quote form actually works and doesn't go to spam
- Form is visible above the fold or in a pop-up
- You get an instant text or email when someone submits
- Has a "Free Estimate" or "Book Now" button on every page

Trust & Proof

- Google reviews are visible on the homepage
- Real photos of you, your team, trucks, or work (not stock photos)
- Shows licenses, certifications, or "In business since ____"

Technical Must-Haves

- Site is secure (https:// with the padlock, no warnings)
- Your Google Business Profile shows up on the right in search
- Looks and works perfectly on iPhone and Android
- Business email from your domain (not @gmail or @yahoo)
- No broken links or "Page Not Found" errors

Local SEO / Findability

- Shows up on page 1 when you Google your main service + your city
- Has separate pages for each service you offer
- Full address + embedded Google map in the footer

2025 Red Flags

No annoying chat-bot or outdated pop-up from 2018

Not getting daily bot/spam submissions

How many **X** did you check?

0 – 5 **X** = You're in good shape (but there's still money on the table)

6 – 12 **X** = You're quietly losing \$5,000 – \$15,000+ per year

13+ **X** = You're bleeding \$20,000 – \$50,000+ every year

We can fix every single one of these.

Money-back guarantee if we don't crush your biggest issues.

Click here to reserve your FREE website audit → <https://sonsofthunderdevelopment.com>

Matt Farran

26-year Microsoft tech stack veteran • Former U.S. Navy Petty Officer

540-412-8363 | matt.farran@sonsofthunderdevelopment.com

Serving Fredericksburg • Spotsylvania • Stafford & surrounding areas

No contracts. No retainers. Just results.