

# The Holistic Website Readiness Checklist

## 10 Essentials for Wellness and Service-Based Businesses in 2025

A checklist to review your current website or prep for a future one. Whether you're launching, refreshing, or just getting clarity - this guide is here to help you stay aligned, intentional, and client-ready.

### ☐ 1. Homepage

- ☐ Clear message about who you serve and how  
*Help visitors feel seen within the first few seconds.*
- ☐ Visible primary call to action  
*Guide them gently toward their next step with you.*
- ☐ Calming visuals and welcoming tone  
*Your energy should be felt before a word is read.*

### ☐ 2. Mobile Experience

- ☐ Layout looks clean and easy to navigate  
*A smooth mobile experience builds instant trust.*
- ☐ Text is readable without zooming  
*Ease matters - make content flow without friction.*
- ☐ Buttons are easy to tap with one thumb  
*Keep actions simple, even for busy thumbs-on-the-go.*

### ☐ 3. Navigation

- ☐ 5-7 menu items max  
*Too many choices leads to overwhelm - keep it clear.*
- ☐ Page names are clear and helpful  
*Choose clarity over cleverness to guide with ease.*
- ☐ Users can find key info in 1-2 clicks  
*If it takes too long to find, it may never be found.*

### ☐ 4. Imagery

- ☐ Uses real or brand-aligned visuals  
*Let your photos reflect the heart behind your work.*
- ☐ Photos reflect your vibe and values  
*A single image can say what words cannot.*
- ☐ No obvious or overused stock imagery  
*Choose visuals that feel as unique as your voice.*

### ☐ 4. Services Page

- ☐ Each offering clearly describes who it's for  
*Speak directly to the people you're meant to serve.*
- ☐ Focuses on transformation, not just features  
*Help them see the change you can help create.*
- ☐ Includes a way to take the next step (CTA or booking link)  
*Don't leave them wondering - show the way forward.*



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## ☐ 6. Freebie or Lead Magnet

- ☐ Offers something helpful to collect emails  
*Give value first and build trust over time.*
- ☐ Reflects your ideal client's needs  
*The best lead magnets meet them right where they are.*
- ☐ Easy to download or sign up for  
*The simpler the process, the more likely they'll opt in.*

## ☐ 8. SEO Basics

- ☐ Page titles and meta descriptions are filled in  
*This small step can open big doors to visibility.*
- ☐ Keywords naturally appear in headings, text  
*Speak your client's language - Google listens too.*
- ☐ Alt text is used for images  
*Helps search engines and supports accessibility.*

## ☐ 10. Contact Page

- ☐ Simple contact form works on all devices  
*Make it effortless for someone to reach out.*
- ☐ Warm message inviting outreach  
*A friendly invitation can turn a visitor into a client.*
- ☐ Social or location info is included  
*Offer more than one way to stay in touch or learn more.*

## How Did You Score?

**9-10:** You're in great shape - your site is aligned and grounded!

**6-8:** Time to fine-tune a few areas for better clarity and flow.

**1-5:** Let's build a stronger foundation - we can help.

## ☐ 7. Testimonials, Case Studies

- ☐ At least 2-3 client voices present  
*Let happy clients speak for you - they're your best proof.*
- ☐ Shows results or transformations  
*Tell the story of what's possible through your work.*
- ☐ Includes names/photos where possible  
*Real details add depth, warmth, and authenticity.*

## ☐ 9. Hosting & Speed

- ☐ Site loads in under 3 seconds  
*A fast site keeps visitors (and Google) happy.*
- ☐ SSL certificate is active (https)  
*A secure site builds confidence and protects data.*
- ☐ Hosting provider is reliable and secure  
*Solid hosting is like a good foundation - essential but often overlooked.*



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