THE QUIET PROTOCOL
AI SYSTEMS & AUTOMATION

Modern Small Business Website Checklist

Review your small business website with 20 practical checks for clear offers, mobile access, enquiries, search access and a reliable handover. Free PDF included.

Business owners reviewing a website with their designer and the team that receives enquiries

GUIDE

Someone has your name from a neighbour. They open your website on a phone, look for the service they need and try to contact you. This checklist follows that journey, then checks what your team receives and what you control after launch.

Use it before approving a new site, paying for a redesign or deciding what to fix first. You need a phone, a laptop, the person who receives enquiries and access to the site's settings through its owner or provider. Review the actual published pages, not just the design preview.

SET UP THE REVIEW

Write down the website address, review date, reviewer and person responsible for fixes. Choose three real journeys: one urgent need, one considered purchase and one returning customer. For a clinic or law firm, use a routine administrative enquiry, not private patient or case details.

Mark each check Pass, Fix or Not applicable. Save the page address and a short note describing what you saw. A pass is an observed result, not a guess based on how polished the page looks. This is a practical launch review, not a compliance certification or a ranking score.

MAKE THE OFFER CLEAR

CHECK 1: CAN A NEW VISITOR IDENTIFY THE SERVICE?

Open a main service page without explaining the business first. Ask someone to tell you what you do, who you help and the next step. Pass when their answer matches the service you actually sell. If they only remember a slogan, revise the opening and the service explanation.

CHECK 2: ARE THE COVERAGE AND LIMITS CLEAR?

Find where you work, the requests you accept and the requests you cannot take. A plumber may need an after-hours service area; a law firm may need matter types and jurisdictions; a clinic may need referral or new-patient information. Pass when the visitor can make that first fit decision.

CHECK 3: DOES THE PAGE ANSWER THE BUYING QUESTIONS?

Use recent enquiries to pick the questions that keep returning: what is included, how the work starts, what affects cost and what the customer should prepare. Pass when the answers are specific enough to reduce a real follow-up question. Add the missing answer to the relevant page, rather than creating several near-identical pages.

CHECK 4: ARE PRICES AND PROMISES UNDERSTANDABLE?

Read the offer as if you were about to pay. Check setup, recurring fees, usage, minimum term, exclusions and any “from” or “free” wording. Pass when the published explanation matches the written scope. When a quote is needed, explain what information determines it and how to request one.

SHOW WORK PEOPLE CAN ASSESS

CHECK 5: CAN THE VISITOR TELL WHO IS RESPONSIBLE?

Find the business identity, contact details and relevant people or qualifications. Check that names and locations agree across the website and profiles you control. Pass when a reader can identify the real business and reach the appropriate team.

CHECK 6: DOES THE EVIDENCE SUPPORT THE CLAIM?

Inspect the work examples, demonstrations, reviews and results you publish. Record what each actually proves and whether you have permission to use it. Pass when the surrounding wording matches the evidence. A design example shows design; a working demo shows a configured behaviour; neither automatically establishes a customer's revenue result.

CHECK 7: DO PHOTOGRAPHS AND SOURCES HELP THE DECISION?

Open the images and source links that explain your work. A roof inspection photo, a clinic's arrival instructions or a firm's intake walkthrough should clarify something the visitor needs to know. Pass when meaningful images have useful text alternatives and cited sources still support the nearby statement. Decorative images can have empty alternatives.

CHECK 8: CAN THE READER UNDERSTAND THE NEXT STAGE?

Explain what happens after the call, enquiry or booking. Name the information you need, who responds and what is confirmed later. Pass when the page sets the same expectation the receiving team follows. Avoid calling an appointment or estimate “confirmed” when staff still need to approve it.

TEST THE ENQUIRY ALL THE WAY THROUGH

Agree a test with the receiving team first. Label the test clearly, use approved test details and remove it from normal follow-up afterwards. You are checking the route, not creating a real customer request.

CHECK 9: DOES THE MAIN ACTION WORK ON A PHONE?

Tap the phone number, enquiry button and booking link on an actual phone. Pass when each opens the intended destination and the number or destination is correct. Check the service page as well as the homepage. A working homepage button does not verify every other entry point.

CHECK 10: CAN SOMEONE COMPLETE THE FORM?

Submit the agreed test and deliberately leave one required field empty first. Pass when labels, instructions and errors make sense, the completed submission shows a useful confirmation, and the recipient receives the expected details. Include a sensible alternative contact route if the form or calendar is unavailable.

CHECK 11: IS A BOOKING A REAL BOOKING?

Check the service type, duration, location or meeting method, timezone and availability rules. Test confirmation and the approved change or cancellation path. Pass when the calendar and staff record agree. If the business only takes appointment requests, label the action that way.

CHECK 12: DOES A PERSON OWN THE ENQUIRY?

Ask the receiving team to show the agreed test record. Pass when it contains the request, source page, contact details, next action and a named owner or receiving queue. Check after-hours handling separately. A form notification is only useful if someone knows what to do with it.

MAKE THE PAGE USABLE ON REAL DEVICES

CHECK 13: CAN YOU READ AND OPERATE IT ON A SMALL SCREEN?

Use a phone-sized view and enlarge the text. Pass when the main content, prices and buttons remain readable, with no page-wide sideways scrolling or essential information hidden behind a sticky banner. A wide worksheet may scroll inside its own labelled area; the whole page should not need to.

CHECK 14: CAN YOU MOVE THROUGH IT WITH A KEYBOARD?

Use Tab, Shift+Tab, Enter and Escape through navigation, forms and open dialogs. Pass this check when focus is visible, controls can be reached and operated, and you can leave any opened overlay. This is an initial accessibility check, not a complete assessment. W3C's Easy Checks supplies further methods.

CHECK 15: DOES THE IMPORTANT CONTENT ARRIVE PROMPTLY?

Open the page on a normal mobile connection, not only the developer's fast computer. Watch for a large image, video or script delaying the useful text and action. Pass when the first useful content and controls are available without a long blank or blocked state. Use a performance report to investigate the cause of an observed problem.

CHECK 16: DO IMAGES AND EMBEDS BEHAVE PROPERLY?

Watch the page while images, calendars and video previews load. Pass when they do not shove the action away, overflow the screen or prevent basic reading. Check a refused permission or blocked embed where relevant. Supply a working alternative when a third-party calendar or media service is unavailable.

CHECK SEARCH ACCESS AND OWNERSHIP

CHECK 17: CAN SEARCH ENGINES REACH THE PUBLIC PAGE?

Ask the provider to verify the actual public URL, its response, crawl access, canonical address and indexing directive. Check that important service information appears as readable page content and that internal links lead to it. Pass when the intended public page is accessible and correctly identified. Access does not establish that Google has indexed or recommended it.

CHECK 18: IS THE SITE USEFUL TO AN AI-ASSISTED BUYER?

Read a service page beside a specific buying question. Can the reader identify the provider, fit, scope, evidence and next step from that page? Check that any structured data describes the visible content. Google's AI search guidance uses the established search foundations; it does not require special AI files or a special schema type. Keep actual citation testing separate from this page check.

CHECK 19: DO YOU CONTROL THE ESSENTIAL ACCOUNTS?

List the domain registrar, hosting, business email, analytics, search reporting and any booking or customer-record accounts. Pass when the business has the agreed ownership and access, knows who handles renewals and can recover access if a staff member or supplier leaves. Record credentials in an appropriate secure account system, not in this worksheet.

CHECK 20: IS THE HANDOVER WRITTEN DOWN?

Confirm the delivered pages, revision process, ongoing care, backup or recovery arrangements, support contact and export or exit terms. If the site is moving, keep an old-to-new URL list and test important redirects before release. Pass when the business and provider can explain what happens after launch and who handles a broken enquiry route.

TURN FINDINGS INTO A DECISION

Do not total the checks into a score that hides a serious failure. Use the effect on the customer to set the order.

- Before launch: repair a broken enquiry, wrong contact route, misleading offer, exposed private information or accidental search block.
- Next working session: clarify confusing service information, improve mobile reading or replace evidence that does not support the claim.
- Planned improvement: improve imagery, add a useful walkthrough or connect an extra workflow after the essential journey works.

A site with good copy and a failed form needs the form fixed first. A site whose enquiries already reach the right person may need clearer service pages, not a new CRM. Choose the smallest change that solves the observed problem.

WHAT 12 LAW AND CLINIC WEBSITES SHOW BEFORE AN APPOINTMENT

A visitor taps “Book” and expects a clear next step. That step may be choosing a visit, asking for a callback or creating a patient account. Your website should explain which one comes next.

On October 28, 2026, TQP reviewed six selected law-firm websites and six selected clinic websites. Each group included three Canadian and three US practices. Eleven entry pages were readable. One clinic URL returned an error on both attempts and remains an unavailable observation.

Among the six law sites, four offered consultation choices or a calendar entry; two used a staff-contact request. Among the five readable clinic sites, two led to visit catalogues, two used appointment-request forms and one explained registration before scheduling. These are observed entry routes, not completed appointments.

WHAT THE LAW PAGES MADE CLEAR

Public page reviewed	What the visitor could establish
Soica & Associates, Toronto (https://rsoicalaw.ca/lawyer-consultation-toronto/)	A free introductory call and paid consultations have different purposes. Each has a scheduling link. The introductory scheduler was blank in our captured session, so its availability was not verified.
Open Door Law, Vancouver (https://opendoorlaw.com/contact/book-appointment/)	Visitors choose an appointment type. The consultation calendar states a fee and asks visitors to complete a general consultation form.

Public page reviewed	What the visitor could establish
Fraese Aymont, Calgary (https://www.calgaryfamilylaw.ca/contact/)	The enquiry form sits beside a published response expectation. We did not measure whether the firm met that expectation.
Hatchett Family Law, Austin (https://www.hatchettfamilylaw.com/contact)	The page says the office will respond after the form and identifies phone or video as consultation formats.
Kjersti T. Stroup, Seattle (https://www.strouplegal.com/scheduling)	A free-consultation page contains a calendar and asks visitors not to send confidential information before engagement.
Socius Law, Westborough, Massachusetts (https://sociuslawfirm.com/working-with-socius/schedule-estate-planning-appointment/)	Initial planning, an existing-plan review, an introductory call and probate discussions have separate choices. The page explains the questionnaire before a consultation.

For your firm, define the meeting before designing the button. Write down its purpose, format, fee or free status, and any approved review or preparation step. A short introduction and a paid legal consultation should not share an unexplained label.

WHAT THE CLINIC PAGES MADE CLEAR

Public page reviewed	What the visitor could establish
Ace Physio, Toronto (https://acephysio.ca/contact/)	The booking link opens a catalogue with separate initial assessments and follow-ups, including visit lengths and fees.
Go! Physiotherapy, Vancouver (https://www.gophysiotherapy.ca/book)	The page explains first-visit and follow-up lengths. Its booking catalogue adds instructions for new patients and returning patients.
Calgary Optometry Centre (https://calgaryoptometry.com/book-appointment/)	The appointment button leads to a location and contact form. Its explanation says staff will discuss a suitable appointment time.
ATX Physical Therapy, Austin (https://atxphysicaltherapy.com/patient-resources/appointment-information)	The selected URL returned HTTP 500 twice during this review. Its instructions were not assessed or counted as missing. This does not establish a persistent or site-wide failure.

Public page reviewed	What the visitor could establish
Mobilize Physical Therapy, Seattle (https://mobilizept.com/schedule/)	The page separates new and existing patients. It tells new patients to register before scheduling; the linked portal entry was reachable.
Dr. Shomali Optometric Eye Care, Boston (https://www.drshomali.com/contact-us/appointment-request-form/)	The form asks for preferred times, new or returning patient status and a suitable time to contact the patient for confirmation.

For your clinic, explain the visit choice before sending someone into a booking tool. Tell new patients which appointment to select, whether an account is needed and who can help if they are unsure. A preferred time on a request form still needs confirmation.

HOW WE REVIEWED THE PAGES

This was a small, purposive sample found through city-specific consultation and new-patient searches. It was selected to examine different public contact routes, not to estimate how common a problem is. The clinic group contains physiotherapy and optometry practices; it does not represent every kind of clinic.

We opened the selected pages in an isolated desktop browser and followed visible booking links or calendar entries. We stopped before entering personal information, registering, choosing an appointment slot, paying or submitting a form. We did not test staff response, CRM delivery, email confirmation, clinical or legal suitability, conversion rates or AI citations. Published instructions and observed entry screens are kept distinct in the records.

Download the dated observations and source URLs (https://www.thequietprotocol.com/research/law-clinic-first-contact-2026-10.csv). The record includes all 12 selected sites, the unavailable page and the limits of each observation. It is a website-design study, not a ranking of the practices.

PUT THE FINDING IN YOUR WEBSITE BRIEF

Bring your current contact page and the receiving team's process to TQP. We will define what each button offers, what the visitor needs to know first and what your team should receive. An existing scheduling tool can remain in place; connecting its records or changing its workflow needs an agreed scope.

Use the twenty checks in this guide to test the finished website. The public page and the receiving process should make the same promise.

REVIEW RECORD

Use one row per issue. Describe an observed result rather than writing “SEO needs work.”

Page or journey	Observed issue	Priority and owner	Retest result
[URL / enquiry type]	[What happened]	[When / named owner]	[Date / what now works]
[URL / enquiry type]	[What happened]	[When / named owner]	[Date / what now works]
[URL / enquiry type]	[What happened]	[When / named owner]	[Date / what now works]

Launch approval: [name and date]. Unresolved issues accepted for later: [issue, reason, owner and date]. Receiving team confirmed the test enquiry: [name and date].

MONTHLY REVIEW

Repeat the main call, form and booking journeys. Update hours, services, availability and staff responsibilities when they change. Review enquiries with the person who handles them: which were relevant, which reached the wrong place and which questions the website still failed to answer?

Use analytics and search reports alongside that enquiry record. Compare complete reporting periods and keep unusual campaigns or seasonal changes visible. A rise in visits is useful only if the right people can take the next step.

CHOOSE THE RIGHT WEBSITE WORK

If you need a professional online presence with clear service information and a reliable contact route, start with the Essential Website (https://www.thequietprotocol.com/professional-website). If the site needs guided intake, booking, customer records or follow-up connected behind it, explore Smart Websites (https://www.thequietprotocol.com/solutions/smart-websites).

The Quiet Protocol designs and builds the agreed website and connections, then tests the customer journey before handover. Bring the failed checks from this review so the conversation starts with what needs to work better. The written scope should identify what is included, what stays in your current software and what needs custom work.

SOURCES AND SCOPE

W3C's Easy Checks (https://www.w3.org/WAI/test-evaluate/preliminary/) informs the initial accessibility checks. W3C explains that these preliminary checks do not establish full accessibility

conformance.

Google's people-first content guidance (https://developers.google.com/search/docs/fundamentals/creating-helpful-content) supports evaluating usefulness and evidence. Google's AI features guidance (https://developers.google.com/search/docs/appearance/ai-features) explains its search eligibility and content foundations. Sources checked October 22, 2026.

The twenty checks, review record and prioritization method are TQP's practical website acceptance guide. They do not measure a platform's recommendation, establish legal compliance or guarantee commercial results.