



THE
SMARTWEB
STUDIO

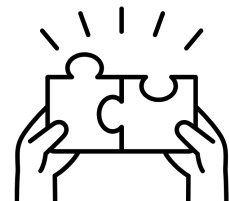
How SMART Is Your Website?

The 5-Part Website Health Check for Small Business Owners

Discover the five website essentials that help you:

- ✓ Get found by more ideal clients
- ✓ Build trust and generate more enquiries
- ✓ Support your business growth
- ✓ Save time through smarter systems
- ✓ Turn your website into a valuable business asset

Free SMART Website Self-Assessment Included





Why We Created The SMART Framework

Over the years, we've worked with many small business owners who felt frustrated by their websites.

Some had beautiful websites that nobody could find.

Some attracted visitors but struggled to generate enquiries.

Others had outgrown their websites entirely, leaving them with an online presence that no longer reflected who they were or where their business was heading.

After helping businesses improve their websites, we noticed something interesting:

The most successful websites consistently shared five key characteristics.

That's why we created the SMART Framework.

Whether you're planning a new website, improving an existing one, or simply trying to understand what's working and what isn't, this framework will help you identify where to focus your efforts.

Because a successful website shouldn't just look good.

It should actively support your business goals.

Eva & Felix



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The SMART Framework

A results-oriented website should be:

S EARCHABLE



Your ideal clients can easily find you when searching for your services online.

M AGNETIC



Your website creates trust, makes a strong first impression, and encourages visitors to take action.

A LIGNED



Your website clearly communicates who you help, what you do, and why you're different.

R EADY TO GROW



Your website provides a strong foundation that can adapt and grow with your business.

T IME-SAVING



Your website works for you by answering questions, streamlining enquiries, and reducing admin.

Think of your website as a team member.

The stronger each area of SMART becomes, the harder your website can work for your business.

SEARCHABLE

Can your ideal clients actually find you?

Common problems

- Little or no Google visibility
- No local search presence
- Missing service pages
- Poor page titles and descriptions



Why it matters

A website only creates opportunities if people can find it.

Being Searchable helps your ideal clients discover your business at exactly the moment they need your services.

Questions to ask yourself

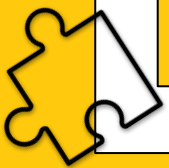
- How easy is it for potential clients to discover my business online?
- If someone needed my services today, how likely are they to find me?
- What opportunities might I be missing if people can't find me when they need my help?

SMART Quick Win

Search Google for your main service and location (for example, *"Yoga Teacher in Lancaster"* or *"Wedding Photographer in Kent"*).

If your website doesn't appear on the first page, make a note of where it ranks and identify one page that could be improved with clearer service descriptions and location-specific content.

Why it matters: If people can't find you, they can't enquire.



MAGNETIC

Does your website create the right first impression?

Common problems

- Outdated design
- Inconsistent branding
- Difficult navigation
- Hard-to-read content



Why it matters

Visitors form opinions about your business within seconds.

A Magnetic website helps people feel confident, reassured, and ready to take the next step.

Questions to ask yourself

- What first impression does my website create about my business?
- How confident would a potential client feel after visiting my website?
- Does my website reflect the quality of service I provide in real life?
- What might prevent a visitor from taking the next step?

SMART Quick Win

Open your website on your mobile phone and spend 30 seconds browsing as if you were a potential customer. Ask yourself:

- Is it easy to read?
- Can I quickly find what I'm looking for?
- Does it feel professional and trustworthy?

Why it matters: First impressions influence whether people stay or leave.

ALIGNED

Does your website clearly communicate your value?

Common problems

- Unclear messaging
- Generic content
- Weak calls-to-action
- No clear offer
- Content focused on the business rather than the customer



Why it matters

People need to quickly understand how you can help them. An Aligned website connects your services with the needs of your ideal clients.

Questions to ask yourself

- How clearly does my website communicate the value I provide?
- Would a first-time visitor immediately understand who I help?
- Does my website focus on what matters most to my clients?
- How well does my website support my current business goals?

SMART Quick Win

Look at the top section of your homepage. Can a new visitor answer these questions within five seconds?

- What problem do you solve?
- Who do you help?
- What should they do next?

If not, consider rewriting your headline to focus on the outcome you provide.

Why it matters: Clear messaging turns visitors into buyers.

READY TO GROW

Can your website support your future plans?

Common problems

- Difficult to update
- Limited functionality
- No room for expansion
- Poor foundations
- Outdated systems



Why it matters

Your website should support your growth, not restrict it. As your business evolves, your website should evolve too.

Questions to ask yourself

- How easily could my website adapt if my services changed or expanded?
- Does my website support growth, or does it create limitations?
- What opportunities could I take advantage of if my website was more flexible?

SMART Quick Win

Make a list of the services you currently offer and compare it with what's shown on your website.

If you've added new services, changed direction, or expanded your offering but your website doesn't reflect it, create a list of updates that need to be made.

Why it matters: Your website should grow with your business, not get left behind.

TIME-SAVING

Is your website working even when you're not?

Common problems

- Repetitive enquiries
- Manual admin tasks
- Lack of automation
- No lead capture process
- Missing FAQs



Why it matters

A good website should save you time by answering questions, generating enquiries, and helping clients help themselves.

Questions to ask yourself

- Does my website answer questions before people need to ask them?
- What repetitive tasks could my website help automate or simplify?
- If I stepped away from my business for a week, how effectively would my website continue working for me?

SMART Quick Win

Think about the three questions you're asked most often by customers.

If the answers aren't already on your website, consider adding them to your service pages or creating a Frequently Asked Questions section.

Why it matters: A good website answers questions before people need to ask them, saving time for everyone.



How SMART is Your Website?

SMART Website Scorecard

Give each section a score from 1–5.

Searchable ____

Magnetic ____

Aligned ____

Ready to Grow ____

Time-Saving ____

Total ____ / 25

What Does Your Score Mean?

0–10: Your website may be holding your business back.

11–18: You have a solid foundation, but there are opportunities to improve visibility, engagement and enquiries.

19–25: Great work! Your website is supporting your business well, but there may still be opportunities to optimise and grow.





My SMART Website Action Plan

Action Plan Worksheet

Based on my assessment, my three biggest priorities are:

1 _____

2 _____

3 _____

The first improvement I will make is:

I will complete this by: _____

Small improvements made consistently often create the biggest results.



What's Your Next Step?

Now that you've completed your SMART Website Health Check, you probably have a clearer picture of what's working and what could be improved.

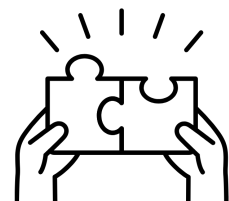
Book a Free SMART Website Review

We'll review your website against the SMART Framework and identify opportunities to improve:

- ✓ Visibility
- ✓ User experience
- ✓ Messaging
- ✓ Growth potential
- ✓ Efficiency

Ideal if you already have a website and want expert feedback.

<https://thesmartwebstudio.com/contact-us/>





Hi, we're The SMART Web Studio

We help entrepreneurs create simple, effective WordPress websites that reflect who they are, build trust with their audience, and free up time for what really matters.



Looking for a faster route to a new website?

Ask us about our [SMART Quick Launch package](#), designed for small businesses that want a professional website without the cost and complexity of a fully bespoke project.

