

Expanded Website Recovery Checklist

A deeper diagnostic worksheet for business owners, operators, and QDS discovery sessions. Use it to review clarity, trust, intake, SEO, follow-up, and operating readiness.

How to use this checklist

Check anything that is missing, weak, unclear, outdated, broken, or untested. The goal is not perfection. The goal is to identify the highest-leverage repairs that will make the business easier to understand, trust, and act on.

Score guide	0-10 items checked: polish pass. 11-25: recovery sprint. 26+: rebuild or systems repair likely needed.
Best used for	Cannabis operators, local service businesses, cleaning companies, tire/service shops, retail brands, and any business where the website must convert real leads.

1. Positioning

Mark each item that needs repair, clarification, or testing.

■	The business is described in customer language, not internal language.
■	The page makes the offer clear before the visitor scrolls.
■	The audience is obvious: retail customers, operators, founders, fleets, homeowners, etc.
■	The site explains why this business is different.
■	The strongest offer is not buried below generic copy.
■	The page removes confusion, not just adds decoration.

Notes / repair opportunities

2. Homepage Conversion

Mark each item that needs repair, clarification, or testing.

■	Above-the-fold content includes offer, trust, CTA, and location/context.
■	Primary CTA is visually stronger than secondary CTAs.
■	The homepage routes visitors by need, service, or customer type.
■	No key action depends on a slider, hidden tab, or vague button.
■	The page earns enough trust before asking for a conversion.
■	Mobile homepage layout is easy to scan.

Notes / repair opportunities

3. Intake Forms

Mark each item that needs repair, clarification, or testing.

☐	Forms have clear labels and logical field order.
☐	Required fields are limited to what QDS or the business actually needs.
☐	Form notification delivery has been tested.
☐	The form confirmation message sets response expectations.
☐	Spam protection does not block real leads.
☐	Lead source, service interest, and website URL fields exist where useful.

Notes / repair opportunities

4. Trust & Proof

Mark each item that needs repair, clarification, or testing.

■	Reviews, testimonials, case studies, photos, or results are visible.
■	Proof is specific, not generic bragging.
■	Before-and-after proof is used when relevant.
■	Photos are real or clearly branded, not random filler.
■	Business credentials and experience are easy to find.
■	Risk-reducing copy answers the customer's silent doubts.

Notes / repair opportunities

5. Service Structure

Mark each item that needs repair, clarification, or testing.

■	Each core service is easy to find.
■	Service pages explain problem, solution, process, and next step.
■	Service pages avoid thin copy.
■	Related services are connected naturally.
■	Recurring plans or retainers are framed where relevant.
■	Emergency, quote, consultation, or booking CTAs are separated clearly.

Notes / repair opportunities

6. Local SEO

Mark each item that needs repair, clarification, or testing.

■	City/service area language appears naturally.
■	Google Business Profile is aligned with the website.
■	Service area pages are useful, not duplicate shells.
■	Internal links connect services, locations, and proof.
■	Metadata supports search intent.
■	Reviews are requested and reused strategically.

Notes / repair opportunities

7. Mobile Experience

Mark each item that needs repair, clarification, or testing.

☐	The site is readable without pinching or zooming.
☐	Buttons are easy to tap.
☐	Forms work on mobile.
☐	Phone and directions actions are obvious where relevant.
☐	No horizontal overflow or broken sections.
☐	Important CTAs are not buried below oversized images.

Notes / repair opportunities

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8. Follow-Up System

Mark each item that needs repair, clarification, or testing.

☐	A lead notification reaches the correct inbox.
☐	There is a manual or automated follow-up workflow.
☐	Lead source is captured for event/QR tracking.
☐	Prospects receive a helpful next step or asset.
☐	Internal action items are logged somewhere.
☐	No lead relies on memory alone.

Notes / repair opportunities

9. Content & Messaging

Mark each item that needs repair, clarification, or testing.

☐	Copy explains value before features.
☐	Headings are clear enough to skim.
☐	Pages answer objections.
☐	Tone matches the business category and customer expectations.
☐	Content does not overpromise unsupported results.
☐	Old, conflicting, or outdated copy is removed.

Notes / repair opportunities

10. Operations Readiness

Mark each item that needs repair, clarification, or testing.

☐	The website supports the actual sales/operations process.
☐	There is a clear handoff from lead to follow-up.
☐	Forms, calendar links, PDFs, and email paths are tested.
☐	Important assets are stored where the team can find them.
☐	Analytics or tracking can show what is working.
☐	The system can be repeated for future campaigns.

Notes / repair opportunities

Start the Website Recovery Review

Bring this completed checklist into your QDS intake conversation. The strongest repairs usually sit where messaging, trust, intake, local visibility, and follow-up overlap.

Scan the QR code or submit the intake form to start a Website Recovery Review.



Event page:

<https://q-designstudio.com/nyc-cannabis-business-systems/>

Contact/intake page:

<https://q-designstudio.com/contact-q-design-studio-website-design-branding-seo-digital-consulting/>