

Website Recovery Checklist

Q Design Studio · For Cannabis Retailers & Emerging Operators · June 2025

Use this checklist to audit your current website before requesting a Website Recovery Review. Check every item that currently fails or is missing. Bring this completed checklist to your intake session.

1. FOUNDATION & VISIBILITY

- Website loads in under 3 seconds on mobile
- Google can find and index your site (no noindex errors)
- Google Business Profile is claimed, verified, and complete
- Site is secured with HTTPS (SSL active)
- NAP consistency: Name, Address, Phone match across all platforms
- Basic local SEO: city/state in page titles and meta descriptions

2. BRAND & CREDIBILITY

- Logo is high-resolution and displays correctly on all devices
- Brand colors and fonts are consistent across every page
- About/team page exists and builds trust
- Professional photography (no blurry or stock images)
- Business description is clear, specific, and credibility-building
- Social proof: reviews, testimonials, or client results are visible

3. CONVERSION READINESS

- Every page has a clear, visible CTA (call, book, buy, or form)
- Contact form works and sends a confirmation email
- Phone number is clickable on mobile
- Intake or booking system is live and connected
- Form submissions arrive at the correct inbox
- Thank-you/confirmation page loads after form submission

4. CONTENT & MESSAGING

- Homepage immediately communicates what you do and who you serve
- Services are listed clearly with pricing guidance or ranges
- Cannabis compliance language is present where required
- No broken links or 404 errors on main navigation pages

- Key pages have unique meta titles and descriptions
- Blog or resource content exists and is indexed

5. SYSTEMS & OPERATIONS

- Loyalty or retention system is set up (app, email, SMS, or punch card)
- Email marketing list is being collected and used
- Social media profiles link back to the website
- Google Analytics or equivalent is installed and tracking
- Website backup system is active
- CMS login credentials are documented and secured

6. CANNABIS-SPECIFIC

- Age gate or age disclaimer is present if required by state
- Compliance disclaimers are visible on product pages
- Dispensary menu is current and embedded or linked correctly
- Hours of operation match Google Business Profile
- Delivery area or pickup instructions are clear
- License number is listed where required

Ready for your Website Recovery Review? Scan the QR code or visit:

q-designstudio.com/website-recovery-audit

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