

Is Your Website Actually Working?

20 honest checks across the same four pillars used in every Arunaksha diagnostic. Tick what's already true — the gaps left over are your real starting point, not a guess.

1 — DISCOVERY

Can the right customer find you?

☐	Your Google Business Profile is claimed, complete and up to date
☐	Your business name, phone and address match exactly everywhere they appear online
☐	You've personally searched your own business name recently to see what comes up
☐	Search engines can actually crawl and index your website
☐	You have reviews from the last 90 days, not just old ones

2 — CLARITY

Can people and systems understand you?

☐	Your homepage states your service, audience and location in the first screen
☐	A stranger could explain what you do after 5 seconds on your homepage
☐	Your services are named the way customers actually search, not internal jargon
☐	Your location or service area is visible without hunting for it
☐	Your hours are accurate, including festival or holiday exceptions

3 — TRUST

Does your presence give someone reason to continue?

☐	Real photos of your business, work or team appear — not only stock images
☐	Genuine reviews are visible, not just a star rating with no detail
☐	Credentials, experience or qualifications are stated plainly where relevant
☐	Your website looks actively maintained, not abandoned
☐	Nothing on your site makes a claim you couldn't back up if asked

4 — CONVERSION

Can someone contact you without friction?

☐	Your phone number is a tappable link, not just text
☐	WhatsApp is offered as a separate option from a phone call
☐	You state how quickly you typically respond
☐	There's a next step for someone not ready to buy yet, not just "Contact Us"
☐	Your homepage loads in under 3 seconds on mobile data

HOW TO READ YOUR SCORE

17–20 checked — Strong foundation. Any gaps left are minor tuning, not a rebuild.

11–16 checked — A focused AI Visibility Upgrade would likely close most of these gaps.

Under 11 checked — Worth a full diagnostic conversation before spending on anything else.

Want a professional pass over all 20 of these — free?

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