



FREE RESOURCE

Do I need a website?

A simple checklist for business owners.

A website is easy to get. A useful one is not. Use this page before you spend money or before you keep sending people to a site that is not doing its job.

How to use it: tick what is true for you. Then read the score on page 2.

1. Do you need a website at all?

Tick every line that sounds like your week.

- ☐ People ask for your website and you send a WhatsApp chat, a Facebook page, or a PDF.
- ☐ You sell to people who do not already know you new clients, new cities, or new countries.
- ☐ You explain what you do from scratch in almost every first conversation.
- ☐ You compete with businesses that look more established online than they are in person.
- ☐ You want enquiries when you are in a meeting, after hours, or away from your phone.
- ☐ Tenders, partners, suppliers, or landlords ask for a company URL.
- ☐ You post on social media but have nowhere solid and permanent to send people.
- ☐ Your work is serious enough that a stranger should be able to check you before they call.
- ☐ You plan to hire, raise money, or partner and need a professional front door.
- ☐ You are tired of looking unfinished next to the standard your work already meets.

If you ticked four or more

You do not have a “nice to have” problem. You need a site or a better one because the business is already asking strangers to trust you without a place to do it.

2. If you already have a site: is it good?

Open the site on your phone. Give it twenty seconds. Then tick what is true.

- ☐ A stranger can tell what you do in about twenty seconds.
- ☐ The site is easy to use on a phone not a squeezed desktop page.
- ☐ Pages load without making people wait or guess whether it is broken.
- ☐ Contact is obvious: a number, a form, or WhatsApp, without a hunt.
- ☐ The writing sounds like your business, not like a template.
- ☐ Services or products are listed clearly, with no mystery menus.
- ☐ Colours, type, and images look like the same company on every page.
- ☐ The information is current no old prices, dead services, or last year's news.
- ☐ There is a reason to trust you: work shown, a real about page, or proof.
- ☐ You would be comfortable sending this link to a serious buyer today.

3. What your ticks mean

Section 1: Need

0–3 ticks: a site can wait if people already find you by referral. 4 or more: you need a proper front door.

Section 2: Quality

8–10 ticks: keep it current. 5–7: it is present, not working. 0–4: you have a page online, not a website.

4. What to do next

- 1 Circle the three ticks that cost you the most time or trust.
- 2 Send this page with your current link or say you do not have one.
- 3 We will tell you, in plain language, whether you need a site, a repair, or nothing yet.

Bring the page. We will look at the gap with you.

EKAY Business Support · Brand, web, and the work behind the business.

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