LEAD-MAGNET . 1-PAGE CHECKLIST

The small-business website checklist

What to ask, what to demand in writing, and what to walk away from. Bring it to any pitch -- yours or a competitor's.

1. Scope + deliverables

- How many pages, exactly? Get the count in writing.
- Show me a mobile screenshot of recent work -- not desktop scaled down.
- What CMS do you use, and can my team edit every section without you?
- What's the delivery date -- calendar days, not "sprints"?

2. Performance promises (in writing)

- Target Largest Contentful Paint (LCP) under 2.5 seconds on mobile.
- JavaScript budget under 200KB on the first paint for a 5-page site.
- Lighthouse Performance 90+ on mobile at launch.
- Image delivery via CDN with WebP/AVIF -- not raw JPEGs from WordPress.

3. SEO + Local SEO (the filter questions)

- LocalBusiness schema markup on the site? (Required for the local pack.)
- Are you setting up or auditing my Google Business Profile?
- Will my contact form fire a GA4 conversion event?
- Title tags + meta descriptions written per page, not auto-generated.

4. Hosting, ownership, and exit terms

- Code lives in a GitHub repo I own -- handed over at launch.
- I can move my hosting any time without losing the site.
- I own the design files (Figma).
- Off-boarding is one paragraph in the contract -- not "case-by-case."

> **Walk-away red flags**
> "Contact us for pricing" everywhere . "SEO guaranteed first-page rankings" . No fixed delivery date . Hosting bundled with no exit clause . Their own site fails Lighthouse . They can't name a single past client by name.

Want a free 30-min audit?

Bring this checklist to a discovery call with Black Hart Consulting. We'll score your current site against every item live and tell you the 3 highest-impact fixes -- even if you don't hire us. Book at blackhartconsulting.com or call (866) 434-9777.