DOES YOUR WEBSITE

STILL REFLECT YOUR BUSINESS?

A WEBSITE CONTENT SELF ASSESSMENT FOR SMES

SEPTEMBER 2026

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04 How this checklist works

06 Is the information on your website still correct?

08 Does your website demonstrate who you are today?

10 Can customers find what they are looking for?

12 Is your content helping people find and choose your business?

14 Does your website support where the business is going?

16 How to read your score

20 Why choose Gatekeeper Communications?

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Most business websites don't become outdated overnight. Instead, they slowly fall behind as the business grows and changes.

It’s easy to see how - you’ve launched new services, expanded your team, and your customer expectations have changed far beyond what you initially imagined.

One of the biggest problems with an outdated website is that it tells the story of your business from two, five or even ten years ago.

That's often where problems start.

An outdated website means that your potential customers may not understand everything you offer. If your website does not accurately reflect your expertise, you could be missing opportunities to build trust, generate enquiries and showcase the work you're most proud of.

That’s why I’ve created this website self-assessment checklist.

It’s specially designed for small businesses to use, so you can get a better understanding of whether you have the right website for your business right now. It’s not designed to highlight the technical improvements that could aid your site, nor the SEO or AIO elements.

This isn't about search engines. It's about whether your website still represents the business you've become.

Your benchmark score will help you identify whether your website still supports your business effectively or could benefit from a content refresh.

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HOW THIS CHECKLIST WORKS

This checklist is designed to give you a straight, no-nonsense snapshot of how up-to-date your website really is.

Each statement reflects a common warning sign, the sort of thing most business owners quietly battle with while telling themselves they'll "get round to it next week".

Allocate one point for every statement that applies.
The more points you score, the more likely it is that your website content needs attention.

Your final score shows whether you're just feeling the normal growing pains of a busy business, or whether you're edging into the territory where your website is starting to hold you back.

You can use these insights to determine whether you can spend time or money updating your site. It will help you identify your immediate priorities and ensure you're doing the right things to support your business growth.

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HOW THIS CHECKLIST WORKS

This self-assessment checklist isn't about catching you out or selling you a service you're not sure you need.

Instead, it's about helping you work out what needs attention now, what can wait, and where a bit of external support could take the pressure off your workload and to-do list.

Tick each statement honestly and total your score.

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IS THE INFORMATION ON YOUR WEBSITE STILL CORRECT?

Allocate 1 point for every 'yes' that you recognise

Most people fall into a mix of the four stages, and that's normal. Your score just helps you see which direction things are heading.

- [ ] Some service descriptions no longer accurately reflect what we offer
- [ ] We have changed processes or ways of working that aren't mentioned on the website
- [ ] Contact details have changed in the past 12 months
- [ ] Team members featured on the website have left the business
- [ ] We have team members who aren't represented on the website

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IS THE INFORMATION ON YOUR WEBSITE STILL CORRECT?

Allocate 1 point for every 'yes' that you recognise

Most people fall into a mix of the four stages, and that's normal. Your score just helps you see which direction things are heading.

- [ ] Some pricing, packages or service information is no longer current
- [ ] Certain pages have not been reviewed for over a year
- [ ] We know there are pages containing outdated information
- [ ] Some website links no longer work properly
- [ ] We cannot confidently say every page is still accurate today

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DOES YOUR SITE DEMONSTRATE YOUR BUSINESS TODAY?

Allocate 1 point for every 'yes' that you recognise

Most people fall into a mix of the four stages, and that's normal. Your score just helps you see which direction things are heading.

- [ ] Most testimonials on the website are more than 12 months old
- [ ] We have recent positive client feedback that isn't featured online
- [ ] We have no recent case studies on the website
- [ ] Awards, certifications or accreditations are missing or outdated
- [ ] Our About page no longer reflects where the business is today

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DOES YOUR SITE DEMONSTRATE YOUR BUSINESS TODAY?

Allocate 1 point for every 'yes' that you recognise

Most people fall into a mix of the four stages, and that's normal. Your score just helps you see which direction things are heading.

- [ ] We have completed successful projects that aren't visible online
- [ ] We have developed new expertise that is not being showcased
- [ ] Our website doesn't clearly demonstrate our experience
- [ ] We rarely update proof points that help build trust
- [ ] A prospective customer could struggle to understand why they should choose us

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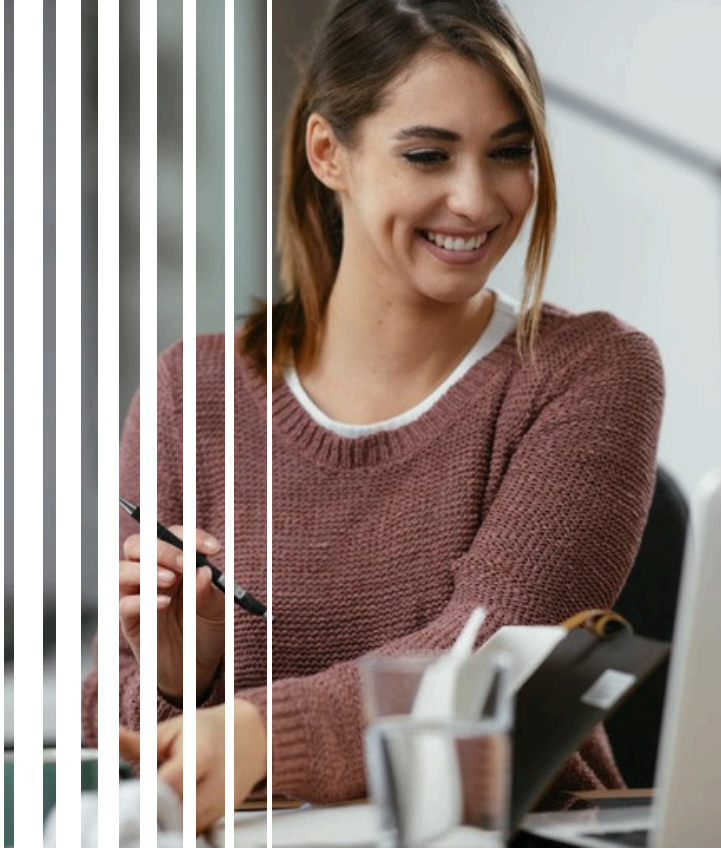
HOW EASILY CAN POTENTIAL CUSTOMERS FIND WHAT THEY NEED?



Allocate 1 point for every 'yes' that you recognise

Most people fall into a mix of the four stages, and that's normal. Your score just helps you see which direction things are heading.

- [ ] Customers regularly contact us with questions already answered elsewhere
- [ ] Visitors may struggle to understand exactly what we do
- [ ] Some pages contain large amounts of text that are difficult to scan
- [ ] There are pages with no obvious next step or call to action
- [ ] It isn't always clear who our ideal customer is

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HOW EASILY CAN POTENTIAL CUSTOMERS FIND WHAT THEY NEED?

Allocate 1 point for every ‘yes’ that you recognise

Most people fall into a mix of the four stages, and that’s normal. Your score just helps you see which direction things are heading.

- [ ] Key customer concerns are not addressed on the website
- [ ] Important information takes several clicks to find
- [ ] Our website doesn't effectively guide visitors towards making an enquiry
- [ ] Different pages explain our services in different ways
- [ ] We aren't confident the website provides a smooth user experience

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IS YOUR CONTENT HELPING PEOPLE FIND AND CHOOSE YOUR BUSINESS?

Allocate 1 point for every 'yes' that you recognise

Most people fall into a mix of the four stages, and that's normal. Your score just helps you see which direction things are heading.

- [ ] We rarely publish new content on our website
- [ ] We haven't added a new article, guide or resource in the past six months
- [ ] Our expertise is not clearly demonstrated through our content
- [ ] Competitors appear more active online than we do
- [ ] We rely heavily on word of mouth because our website generates few enquiries

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IS YOUR CONTENT HELPING PEOPLE FIND AND CHOOSE YOUR BUSINESS?

Allocate 1 point for every 'yes' that you recognise

Most people fall into a mix of the four stages, and that's normal. Your score just helps you see which direction things are heading.

- [ ] Important services have very little content supporting them
- [ ] We are unsure which pages attract the most visitors
- [ ] Our website doesn't answer common questions customers search for
- [ ] We suspect some content is outdated but aren't sure where to start
- [ ] We feel competitors are doing a better job of showcasing their expertise

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DOES YOUR SITE EXPLAIN WHERE YOUR BUSINESS IS GOING?

Allocate 1 point for every 'yes' that you recognise

Most people fall into a mix of the four stages, and that's normal. Your score just helps you see which direction things are heading.

- [ ] We offer services that aren't properly represented on the website
- [ ] Our target audience has evolved since much of the content was written
- [ ] We have entered new markets that aren't reflected online
- [ ] Our messaging no longer matches our current business goals
- [ ] The business has changed significantly over the last two years

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DOES YOUR SITE EXPLAIN WHERE YOUR BUSINESS IS GOING?

Allocate 1 point for every 'yes' that you recognise

Most people fall into a mix of the four stages, and that's normal. Your score just helps you see which direction things are heading.

- [ ] We struggle to explain our positioning consistently
- [ ] Our website doesn't support future growth ambitions
- [ ] We have ideas for improving the website but never get around to implementing them
- [ ] Updating the website continually drops down the priority list
- [ ] We know the website needs attention, but the task feels overwhelming

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HOW TO READ YOUR SCORE

Did you score 0-10?

Your website is largely in good shape

Your content appears to reflect the business reasonably well. There are a few areas that could benefit from updating, but I don't see any major concerns. Focus on regular reviews and keeping important information current.

Suggestions for what you or your in-house team should prioritise

- Refresh any service pages that haven't been reviewed in the last 12 months
- Add recent testimonials, reviews or client feedback
- Update team profiles, contact information and company details
- Review your About page to make sure it still reflects the business today
- Add a new blog post answering 3-4 common customer questions
- Schedule a quarterly website review to keep everything up to date

A few hours of focused effort every week will make a noticeable difference.

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HOW TO READ YOUR SCORE

Did you score 11-20?

Things are beginning to slip

Your website is starting to fall behind your business. Several pages may benefit from updating, and there are likely opportunities to improve credibility, customer experience and visibility.

Suggestions for what you or your in-house team should prioritise

- Review and update your homepage, key service pages and About page
- Add at least two recent case studies that demonstrate your expertise
- Identify and remove outdated information, broken links and old messaging
- Improve calls to action so visitors know exactly what to do next
- Create a simple content plan to ensure the website receives regular updates

It's always easier to tick off the small tasks than wait until later and find you've given yourself a much bigger, more time-consuming (and potentially more expensive) job to do.

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HOW TO READ YOUR SCORE

Did you score 21-35?

Your website is becoming a bottleneck

Your business has probably evolved faster than your website. Potential customers may not be seeing the strongest version of your business, and outdated or incomplete content could be limiting enquiries and trust.

Suggestions for what you or your in-house team should prioritise

- Carry out a full review of every page on the website
- Rewrite pages that no longer accurately reflect your services, expertise or audience
- Create a library of case studies, testimonials and proof points
- Clarify your positioning so the messaging is consistent across the site
- Develop a website improvement plan with clear priorities and timescales

This is often the stage where business owners know the website needs attention but struggle to find the time to tackle it properly.

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HOW TO READ YOUR SCORE

Did you score 36-50?

Your content is likely telling an older version of your story.

Your expertise, services and achievements may not be visible, creating a gap between how you see your business and how potential customers see it. That's why it is time for a comprehensive review of your website content, messaging and customer journey.

Suggestions for what you or your in-house team should prioritise

- Audit every page and decide what should be updated, rewritten, merged or removed
- Revisit your positioning, messaging and service descriptions from the ground up
- Create new content that reflects your current expertise, clients and ambitions

At this point, your website is unlikely to be supporting the business as effectively as it could. The sooner you address it, the sooner it can start working for you rather than holding you back.

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Book a Website Content Power Hour to identify what you can manage internally and where external support could take work off your list.

DON’T DELAY - FIND OUT HOW WE CAN SUPPORT YOUR BUSINESS

- Improve your website
- Maximise your reputation
- Reach out to new audiences
- Grow your business

BOOK AN APPOINTMENT

Talk to us to find out what you’re looking for.

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