



The 10-point website checklist

A practical checklist for Malaysian business websites. Tick each box as you review yours. If you can only fix three things this week, start with items 1, 2 and 4.

- ☐ **1. A clear headline**
Say what you do and where, in plain words, at the top of your home page.
- ☐ **2. Mobile-first design**
Check every page on a phone first. Buttons should be easy to tap and text easy to read.
- ☐ **3. Fast loading**
Compress images and avoid heavy videos. Test your pages at pagespeed.web.dev.
- ☐ **4. Easy ways to contact you**
Add a WhatsApp button, a tap-to-call number and an email address on every page.
- ☐ **5. Trust details**
Show your company name, registration number, address or service area, and real photos instead of stock images.
- ☐ **6. A page for each service**
Explain each service properly: who it is for, what is included and how to get started.
- ☐ **7. Local search signals**
Link your Google Business Profile, show your address and add a map if customers visit you.
- ☐ **8. SEO basics**
Give every page its own title and meta description, sensible headings and descriptive image alt text.
- ☐ **9. HTTPS and a privacy policy**
Use a secure connection and publish a short privacy policy that explains how you handle personal data.
- ☐ **10. Tracking**
Set up analytics and enquiry tracking so you can see where customers come from.

Bonus: if your customers use both English and Bahasa Malaysia, offering both versions helps them trust you and helps you appear in more searches.

Need a hand? Ask for a free website review.

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