Is Your Website Costing You Customers?

A practical checklist to assess your website's design, speed, accessibility, SEO, and trust — and know when it's time to upgrade.

Hashtag Academy by Hashtag Web & Digital Agency

Welcome to Hashtag Academy

This guide is designed to help business owners answer a simple but important question:

Is my website helping my business — or quietly holding it back?

Most websites don’t fail because they’re “bad.”
They fail because they’re unclear, outdated, slow, or no longer aligned with how people search and make decisions today.

This guide will help you spot those issues clearly and objectively.

How to Use This Guide

You don’t need technical knowledge to use this guide.

All you need is:

- Your website open in a browser
- 10 - 15 minutes
- An honest perspective

How to use this guide:

- Work through each section slowly
- Answer honestly
- Don’t overthink the answers
- Use the checklist to identify patterns

You’re not expected to fix everything — just to understand what matters most.

The Big Picture: Why Websites Stop Working

Websites rarely “break.” They simply fall behind.

Common reasons websites lose effectiveness:

- Design trends change
- Mobile usage increases
- Search behaviour evolves
- Customer expectations rise
- Technology moves on

A website that worked well 5 - 7 years ago may now be:

- Hard to use
- Hard to trust
- Hard to find
- Hard to understand

And that costs businesses enquiries every day — quietly.

First Impressions & Trust

When someone lands on your website, they form an opinion in seconds.

Ask yourself:

- Is it immediately clear what we do?
- Does the site feel modern and professional?
- Would I trust this business if I didn’t know them?

Common trust issues:

- Outdated design
- Stock photos everywhere
- Vague headlines
- Missing contact details
- No testimonials or proof

If visitors hesitate, they rarely come back.

User Experience & Mobile Use

Most website visitors now come from mobile devices.

Check your site on a phone:

- Is text easy to read?
- Are buttons easy to tap?
- Does anything feel awkward or slow?

Poor user experience:

- Frustrates visitors
- Increases bounce rates
- Hurts SEO and AI visibility
- Reduces enquiries

A website should feel effortless — not like work.

Visibility: Can People Find You?

A great website is useless if no one sees it.

Ask:

- Does your site show up on Google?
- Do you appear for local searches?
- Is your Google Business Profile active?

Common visibility problems:

- No clear SEO structure
- Weak local signals
- No dedicated service pages
- No FAQs or helpful content

If customers can’t find you, they’ll find someone else.

Common Website Mistakes Businesses Make

Many underperforming websites share similar issues:

- Trying to say too much at once
- Being too vague
- Focusing on the business instead of the customer
- Ignoring accessibility
- Treating the website as “finished”

Websites are not brochures — they are working tools.

And like any tool, they need maintenance and updates.

Website Health Checklist

Use this checklist honestly.

Design & Clarity

- ☐ I can clearly explain what we do in 5 seconds
- ☐ The site looks modern and professional
- ☐ Content is easy to understand

User Experience

- ☐ The site works well on mobile
- ☐ Pages load quickly
- ☐ Navigation is clear

Visibility

- ☐ We show up on Google for relevant searches
- ☐ Google Business Profile is active
- ☐ Each service has its own page

Trust & Confidence

- ☐ Contact details are easy to find
- ☐ Real testimonials or reviews are visible
- ☐ The site feels credible

If you answered “No” or “Not sure” to several of these, your website may be costing you customers.

What This Means for Your Business

If your website:

- Confuses visitors
- Feels outdated
- Loads slowly
- Doesn’t appear in search results

Then it’s not just “nice to have” — it’s a barrier.

A well-structured, modern website:

- Builds trust
- Supports SEO and AI search
- Converts visitors into enquiries
- Works for your business 24/7

How Hashtag Can Help

Hashtag helps businesses:

- Redesign underperforming websites
- Improve clarity and trust
- Build SEO and AI-ready foundations
- Create websites that actually generate enquiries

There’s no pressure — just honest advice based on experience.

Visit: www.hashtag.ie
Or get in touch via our Contact page

About Hashtag

Hashtag Web & Digital Agency is an Irish digital-first agency working with SMEs, organisations, and community groups across Ireland.

We specialise in:

- Website design & development
- SEO & AI-Optimised Search (AIO)
- Digital strategy
- Long-term website care & support

We believe websites should support real business goals — not just exist.

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