

Score Your Own Website

A working checklist for your CA firm's website — fill this in as we go.

My firm: _____ My website: _____

How to use this: Open your own firm's website on your screen. For each line, tick one box — **Yes** (2 points), **Partly** (1 point), or **No** (0 points). Add up your total at the end, then write down the three fixes that matter most. Be honest — the lower the score, the bigger the opportunity.

A. First impression — the few seconds that decide everything

LOOK AT YOUR SITE AND ASK...	YES 2	PARTLY 1	NO 0
Your page title says what you do <i>and</i> your city Check the browser tab, or search your firm on Google. "Verma & Associates" alone is not enough.	☐	☐	☐
Your headline states what you do — not "Welcome to..." The biggest line on the page should sell, not greet.	☐	☐	☐
There is a clear button/action that says what happens next "Book a Consultation" beats "Submit" or no button at all.	☐	☐	☐
It looks good and works well on a mobile phone Most visitors are on a phone. Open your own site on yours now.	☐	☐	☐
It loads fast (under ~3 seconds) Test free at PageSpeed Insights. A slow site loses visitors before they read a word.	☐	☐	☐

B. Trust — why a stranger should believe you

	YES 2	PARTLY 1	NO 0
Real partner / team names are shown People trust people, not a logo. Names and faces matter.	☐	☐	☐
Trust signals are visible (years, clients served, ICAI, rating) Concrete numbers reassure a cautious visitor.	☐	☐	☐
Genuine client testimonials or reviews appear Within what ICAI ethics permits — we will discuss the line.	☐	☐	☐
The design looks current and professional , not dated A tired-looking site quietly signals a tired practice.	☐	☐	☐

C. Content that turns visitors into enquiries

	YES 2	PARTLY 1	NO 0
Services are written as client problems you solve "Stay GST-compliant year round" beats a one-word list: "GST".	☐	☐	☐
A warm, specific About section — not generic filler Who you are, how long, what clients can expect.	☐	☐	☐
An FAQ answering real questions clients actually ask Helps both clients and AI assistants answer about you.	☐	☐	☐

D. Easy to contact — or the enquiry never happens

	YES 2	PARTLY 1	NO 0
Phone and email are visible without hunting Top of the page is better than buried in the footer.	☐	☐	☐
On mobile, tapping the number starts a call A "click-to-call" link, not just text.	☐	☐	☐
Office address (and ideally a map) is shown Local trust and local search both depend on this.	☐	☐	☐

E. Found by Google & AI — the invisible machinery

	YES 2	PARTLY 1	NO 0
A meta description is written (the grey line on Google) Search your firm; if the grey text is random or missing, score No.	☐	☐	☐
Schema / structured data is present Test free at Google's Rich Results Test. Tells Google & AI who you are.	☐	☐	☐
Your Google Business Profile is claimed and complete This is how you appear on Google Maps and the local pack.	☐	☐	☐
Your name, address, phone match everywhere (site, Google, etc.) Inconsistency confuses search engines and costs you rankings.	☐	☐	☐
lms.txt file in place for AI crawlers (<i>bonus / future-ready</i>) Forward-looking — not yet universal, but ahead of the curve.	☐	☐	☐

MY TOTAL

_____ / 40

32–40

Strong — your site is working for you. Polish the gaps.

22–31

Solid base — a few high-impact fixes will lift your results.

12–21

Underperforming — visitors are leaking away. Fix the basics first.

0–11

Not yet working — big opportunity. Start with your top three below.

My top 3 fixes

Pick the three lowest-scoring items that would make the biggest difference. Decide who does it and by when — an action without an owner and a date rarely happens.

#	WHAT I WILL FIX	WHO WILL DO IT	BY WHEN
1	_____	_____	_____
2	_____	_____	_____
3	_____	_____	_____

In one sentence, my website's biggest weakness is:
