

HIGH-UX WEBSITE CHECKLIST

KNOW WHAT YOUR CUSTOMERS SEE — AND WHAT'S MAKING THEM LEAVE

53%

leave if page loads over 3 seconds

61%

won't return after bad mobile experience

60–70%

of your visitors are on phones

5 sec

to tell visitors what you do

FIRST IMPRESSION — ABOVE THE FOLD

CRITICAL

☐ Visitor knows within 5 seconds what you do, where you are, and who you serve If they have to guess, you've already lost them. Your headline does this job.	☐ Primary CTA is visible without scrolling One clear next step above the fold. Not three. One.
☐ Hero image is high quality, fast-loading, and shows your actual product or location Stock photos signal inauthenticity to tourists who researched before arriving	☐ Phone number is visible in the header on every page TOURIST PRIORITY Cruise passengers are not filling out forms — they're calling
☐ Business name and logo are clear and match your Google Business Profile exactly Consistency builds trust and aids search recognition	

MOBILE EXPERIENCE

CRITICAL

☐ Site is tested on an actual phone — not just a browser preview Browser preview lies. Walk through it like a tourist would.	☐ Tap targets are large enough to tap without zooming TOURIST PRIORITY Google recommends 48x48px minimum. Tiny links = abandoned session
☐ Phone number is click-to-call on mobile Manual dialing adds friction that costs you bookings	☐ No pop-ups that cover content immediately on mobile Google penalizes intrusive interstitials and users hate them
☐ Text is readable without zooming (minimum 16px body font) If they're pinching to read, they're leaving	☐ Booking or contact form works and submits correctly on mobile Test it yourself right now. Broken forms are silent revenue killers.

SPEED & PERFORMANCE

CRITICAL

☐ Page loads in under 3 seconds on mobile (test free at PageSpeed Insights) Every second of delay reduces conversions by 7%	☐ Images are compressed and properly sized (WebP format where possible) Oversized images are the #1 cause of slow load times
☐ No unnecessary plugins or scripts running in the background Every plugin adds load time — audit and remove unused ones	☐ Hosting is reliable with 99.9%+ uptime Downtime during peak season = lost bookings you'll never know about

MESSAGING & CLARITY

HIGH

☐ Every page has one clear purpose and one primary action Multiple competing CTAs result in no action taken	☐ You describe what you do in plain language — no industry jargon Write for a tourist who found you 10 minutes ago
☐ Pricing is displayed or there's a clear path to get a quote TOURIST PRIORITY Tourists won't chase pricing — they'll book whoever shows it	☐ Hours of operation are current and match your Google Business Profile Outdated hours are one of the fastest trust-destroyers
☐ Your location and address are easy to find with a map link TOURIST PRIORITY Cruise passengers navigate an unfamiliar town — make it frictionless	☐ About page tells a real story — who you are, why you do this Tourism buyers buy from people they trust. Story builds trust fast.

TRUST & SOCIAL PROOF

HIGH

☐ Google reviews are embedded or linked with current rating 88% of consumers trust reviews as much as personal recommendations	☐ Real photos of your business, team, and customers are featured Authentic photography outperforms stock photos every time
☐ Testimonials are specific, attributed, and recent (within 1–2 years) "Great place!" tells nobody anything. Specific testimonials convert.	☐ SSL certificate is active (https:// not http://) Browsers flag non-secure sites. That warning kills trust instantly.

CONVERSION & BOOKING PATH

HIGH

☐ Online booking is functional, fast, and mobile-friendly TOURIST PRIORITY If you can't be booked online in under 3 minutes you're losing the tourist market	☐ Booking confirmation is immediate with email confirmation sent Silence after booking creates anxiety and cancellations
☐ Contact form is short — name, email, message. Nothing more. Every extra field reduces form completion by ~10%	☐ CTA buttons use action language — "Book Your Tour" not "Submit" Specific action language increases click-through by up to 90%

SEO & SEASONAL READINESS

STANDARD

☐ Google Business Profile is claimed, complete, and updated for current season TOURIST PRIORITY GBP is your most important local SEO asset	☐ Page titles and meta descriptions are written for each page These are your billboard on Google — don't leave them as defaults
☐ Location keywords are naturally included on key pages Ex: "Valdez Alaska glacier tours" — how tourists find you locally	☐ Site is connected to Google Analytics or another tracking tool If you're not measuring it, you can't improve it
☐ Season dates, availability, and blackout dates are current and accurate Nothing frustrates a tourist more than inaccurate availability	☐ Email capture is in place to build your list during peak season Your season list is your most valuable off-season asset