



Industrial Website Best Practice Checklist

How Many Do You Tick?

If your website isn't generating consistent, high-quality enquiries, the issue is rarely one single problem. It is usually a combination of smaller gaps across trust, clarity, structure, and visibility. For manufacturing and industrial businesses, those gaps carry more weight. Buyers are assessing risk, comparing suppliers, and looking for reassurance before they make contact.



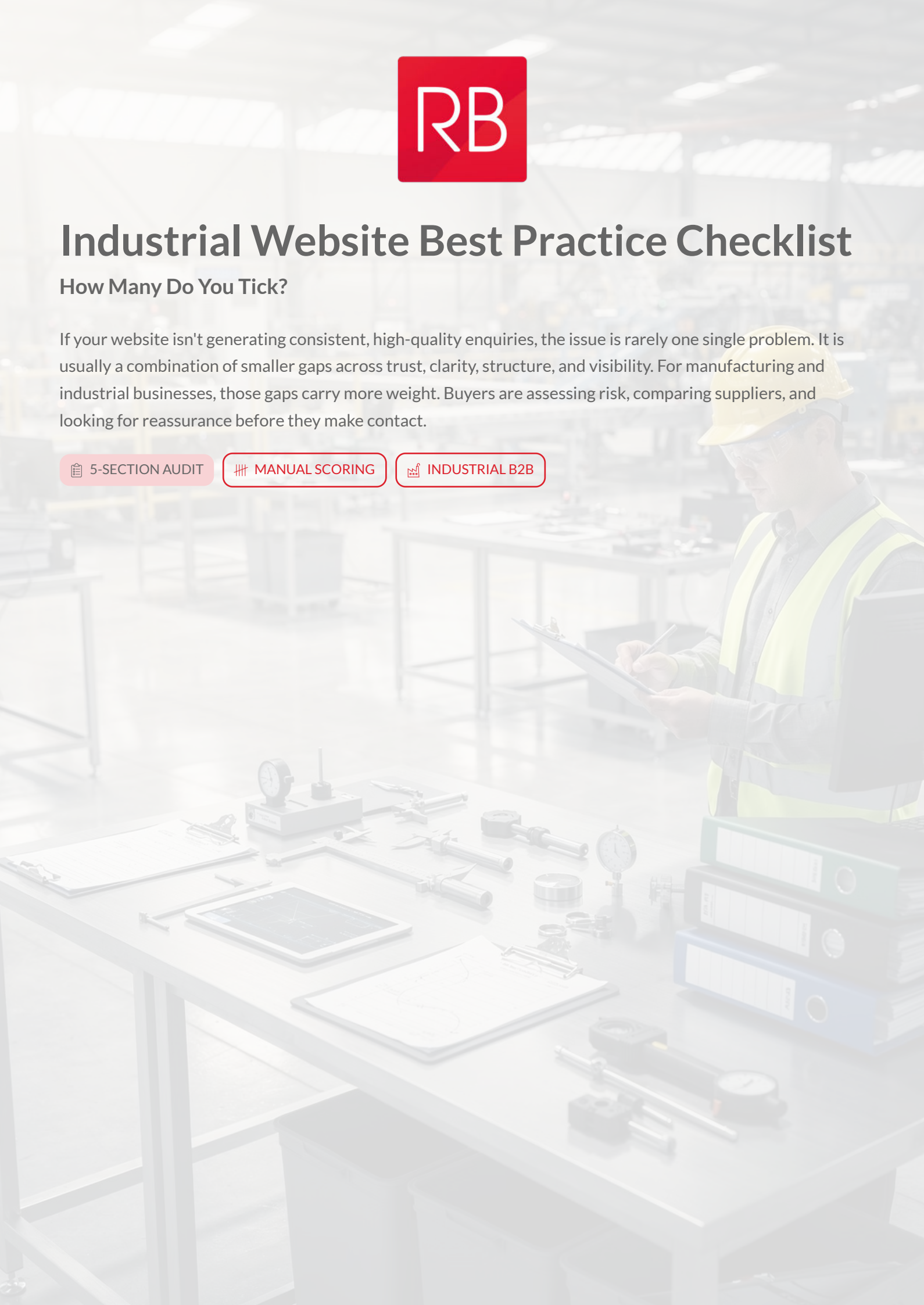
5-SECTION AUDIT



MANUAL SCORING



INDUSTRIAL B2B



How to Use This Checklist

This guide gives you a structured way to review your website. Each section focuses on a key area that influences enquiries. You'll see why it matters, how it shows up in practice, and a checklist you can use to score your site.

01

Score Each Item

Assign a numeric value (0–10) to every checklist item within each section based on your honest assessment.

02

Total Each Section

Add your item scores to get a section total. Compare against the section score guide to identify your performance band.

03

Calculate Overall Score

Sum all five section totals for your overall website score. Use the final scoring guide to understand where you stand.

04

Identify Priority Gaps

Focus on sections with the lowest scores first. Targeted improvements in weak areas deliver the fastest results.

- ⓘ This checklist is designed for manufacturing and industrial businesses. It functions as both an internal review tool and a lead generation asset. Score honestly to get the most value from the exercise.

Scoring System & Structure

This is not a simple tick-box exercise. Each item is scored numerically so you can identify not just what is missing, but **how far each area falls short** — and where the biggest gains are available.

How to Score Each Item

Score: 0 Not present. This element does not exist on your website in any form.	Score: 1–4 Partially present. The element exists but is incomplete, inconsistent, or poorly executed.
Score: 5–7 Mostly in place. Functional but with room for meaningful improvement.	Score: 8–10 Fully implemented. Consistent, high-quality, and working effectively across the site.

Five Sections at a Glance

01 — Trust 13 items • Max 130 pts	02 — Messaging 10 items • Max 100 pts
03 — User Journey 10 items • Max 100 pts	04 — Conversion 10 items • Max 100 pts
05 — SEO 10 items • Max 100 pts	
 Add up your item scores manually to get each section total. Then sum all five section totals for your overall score.	

Section 1: Trust & Why It Influences Buying Decisions

Trust is one of the strongest factors in whether someone contacts you or moves on. In industrial sectors, you are not just selling a product or service. You are asking a business to rely on you. That could affect production, compliance, safety, or long-term performance. If your website leaves uncertainty, even in small ways, that uncertainty affects decisions.

Checklist Item	Score (0–10)
Case studies or testimonials page clearly visible in the main menu	
Relevant case study linked from every service, category, or product page	
Accreditations shown on every main page (not just the footer)	
'Companies we work with' logos placed high on key pages	
Testimonials aligned to specific services or sectors	
Awards and certifications clearly highlighted	
Detailed About page explaining your background and experience	
Meet the team section with photos and short bios	
External reviews included (Google, Trustpilot if relevant)	
Industry recognition featured (trade press, memberships, associations)	
Real project imagery used instead of stock photography	
Clear contact details including location and phone number	
Evidence of experience (years in business, number of projects, sectors served)	
SECTION 1 TOTAL	/ 130

0–50 Low Limited trust signals. Visitors are likely to hesitate before making contact.	51–90 Mid A solid foundation, but inconsistencies are likely affecting performance and enquiry quality.	91–130 Strong Strong trust signals that support confident enquiries from qualified buyers.
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Section 2: Messaging & How Clearly You Communicate What You Do

Many industrial websites explain what the business does. Fewer make it clear why that matters to the customer. That gap is where attention is lost.

Checklist Item	Score (0–10)
Clear headline explaining what you do and who you help	
Industry-specific language used naturally throughout	
Services explained in terms of outcomes, not just features	
Sector-specific pages where relevant	
Problems and use cases clearly described	
No vague or generic statements	
Consistent messaging across all pages	
Technical detail available where needed	
FAQs addressing real customer concerns	
Content written for the customer, not internal teams	
SECTION 2 TOTAL	/ 100



0–40 • Low

Messaging unclear or too general to resonate with target buyers.

41–70 • Mid

Relevant but inconsistent – some pages work, others don't.

71–100 • Strong

Clear, focused, and aligned to your audience throughout.

Section 3: User Journey & How Easily Visitors Can Navigate

Industrial websites often contain a large amount of information. The challenge is making that information easy to access. If visitors cannot find what they need quickly, they leave.

Checklist Item	Score (0–10)
Clear navigation with logical structure	
Services and products grouped in a way that reflects customer thinking	
Internal links between related pages	
Key information accessible within one or two clicks	
Consistent layout across pages	
Clear headings guiding the reader through each page	
Mobile-friendly navigation	
No dead ends or orphan pages	
Search function for larger sites	
Easy access to downloadable resources	
SECTION 3 TOTAL	/ 100

1

0–40 **Low**

Difficult to navigate. Visitors are likely abandoning before finding what they need.

2

41–70 **Mid**

Usable but inconsistent. Some journeys work well; others create friction.

3

71–100 **Strong**

Clear and easy to follow. Visitors can find what they need without effort.

Section 4: Conversion & How Well Your Website Generates Enquiries

A website can be informative and still fail to generate leads if it does not guide action clearly. Conversion is about making the next step obvious and straightforward.

Checklist Item	Score (0–10)
Clear calls to action on every key page	
Contact options visible without scrolling	
Simple enquiry forms with only essential fields	
Clear explanation of what happens after submission	
Calls to action placed throughout longer pages	
Service pages focused on a single objective	
Downloadable resources available (spec sheets, brochures)	
No conflicting calls to action	
Trust signals placed near enquiry points	
Forms tested and working correctly	
SECTION 4 TOTAL	/ 100

0–40 • Low

Likely losing enquiries. Visitors have no clear path to contact you.

41–70 • Mid

Some conversion paths exist, but gaps remain that are costing you leads.

71–100 • Strong

Strong and consistent lead generation setup across the site.

 Conversion is often the highest-impact area to improve. Even small changes to CTAs and form placement can significantly increase enquiry volume.

Section 5: SEO & Visibility – Being Found at the Right Time

A well-structured website still needs visibility. Search Engine Optimisation (SEO) helps your website appear when potential customers are actively searching.

Checklist Item	Score (0–10)
Each page targets a clear topic or keyword	
Page titles and meta descriptions are optimised	
Service and product pages indexed correctly	
Technical SEO basics in place	
Fast loading speed across all devices	
Mobile optimisation confirmed	
Internal linking supports site structure	
Regular content added over time	
Location signals included where relevant	
Analytics and tracking set up correctly	
SECTION 5 TOTAL	/ 100



Scan to book a website review with our team

0–40 • Low

Limited visibility. Your site is unlikely to appear for relevant searches.

41–70 • Mid

Some presence, but inconsistent. Opportunities are being missed.

71–100 • Strong

Strong visibility. Your website is well positioned to attract relevant traffic and enquiries.

Overall Score: Your Website's Readiness for Action

A successful industrial website is more than the sum of its parts; it's an integrated system where trust, clarity, navigation, conversion, and visibility work in harmony to drive business growth. This overall score provides a holistic view of your site's current performance.

Section	Total Score (Max)
Section 1: Trust	/ 130
Section 2: Messaging	/ 100
Section 3: User Journey	/ 100
Section 4: Conversion	/ 100
Section 5: SEO & Visibility	/ 100
GRAND TOTAL	/ 530



0–200 • **Low Impact**

Your website is likely facing significant challenges across multiple areas, hindering its effectiveness in attracting and converting industrial buyers. Prioritize addressing foundational issues to improve overall performance.



201–380 • **Medium Impact**

Your site has solid foundations, but there are clear opportunities for improvement. Focus on refining key sections to elevate user experience and boost lead generation. Identify specific areas from each section that scored lower and develop targeted strategies.



381–530 • **High Impact**

Your website is a strong asset, effectively engaging your audience and driving enquiries. Continue to monitor performance and implement minor optimizations. Consider innovative strategies to maintain your competitive edge and explore new growth avenues.

Use this comprehensive overview to pinpoint your website's strengths and weaknesses. Each section's detailed checklist items will guide your improvement efforts, ensuring a strategic and impactful approach to your industrial online presence.