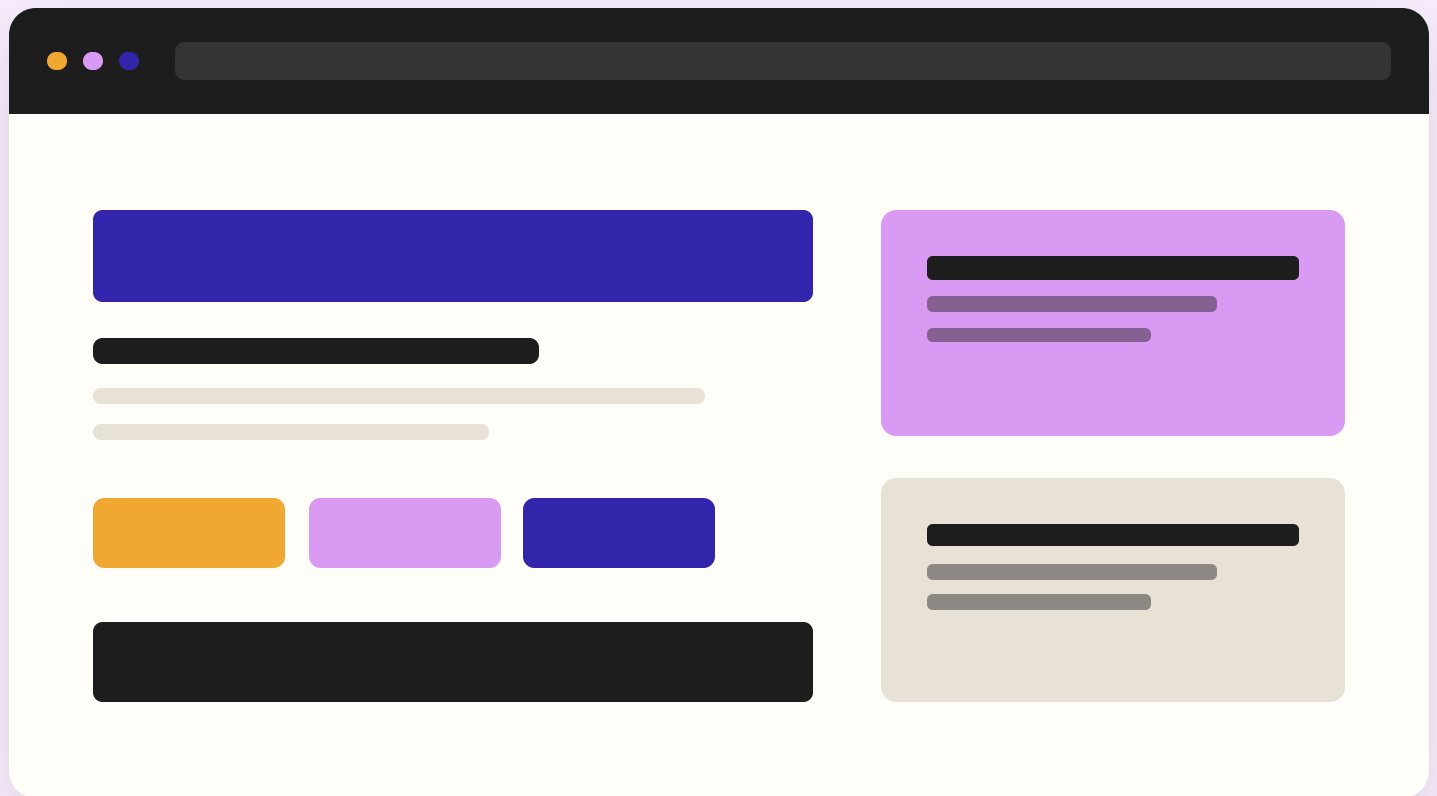


10 SIGNS YOUR WEBSITE IS NOT READY TO LAUNCH

A quick visual review for small-business owners before approval or launch.



YOU KNOW IT FEELS OFF. I'LL SHOW YOU WHY.

CLARITY, ATTENTION, AND LAYOUT

Mark Ready only after checking the issue on desktop and phone.

TRY THE FIVE-SECOND TEST

Show the homepage to someone unfamiliar with the business. Ask what it does and what to do next — that's the standard for each sign below.

01

Visitors cannot immediately tell what you do

The headline, audience, location, and offer should be clear without making visitors work for the answer.

☐ Ready ☐ Needs revision ☐ Not sure

02

Everything competes for attention

Check whether the headline, buttons, colors, badges, and images clearly show what matters first.

☐ Ready ☐ Needs revision ☐ Not sure

03

The page feels crowded or uneven

Related items should feel grouped, spacing should stay consistent, and the layout should not lean heavily to one side.

☐ Ready ☐ Needs revision ☐ Not sure

04

The website feels repetitive

A useful page needs rhythm and hierarchy - not the same cards, layout, and visual weight in every section.

☐ Ready ☐ Needs revision ☐ Not sure

05

The mobile version feels unfinished

The phone layout should feel intentionally designed, not like the desktop page was squeezed smaller.

☐ Ready ☐ Needs revision ☐ Not sure

THE DETAILS THAT MAKE IT FEEL READY

A polished website is not ready if actions, proof, or ownership are uncertain.

06

The main action is unclear

One primary next step should be obvious, while secondary actions remain visually quieter.

☐ Ready ☐ Needs revision ☐ Not sure

07

The website does not feel trustworthy

Look for specific proof, contact details, credentials, real work, useful reviews, and service information.

☐ Ready ☐ Needs revision ☐ Not sure

08

The text is difficult to read

Body copy, contrast, paragraph length, headings, and capitalization should feel comfortable to scan.

☐ Ready ☐ Needs revision ☐ Not sure

09

Important features have not been tested

Test every link, form, button, phone number, social link, and confirmation message.

☐ Ready ☐ Needs revision ☐ Not sure

10

You do not control the website accounts

Confirm access to the domain, hosting, platform, analytics, email, form submissions, and files.

☐ Ready ☐ Needs revision ☐ Not sure

YOUR RESULT

YOUR SCORE AND NEXT STEP

Count only the Ready items. Needs revision and Not sure do not count.

READY SCORE: _____ / 10

8-10

CLOSE TO LAUNCH

Complete one final review and resolve any must-fix items.

5-7

REVISIONS NEEDED

Several areas still need attention before approval.

0-4

NOT READY YET

Review each area carefully before launch or final payment.

TURN YOUR TOP PRIORITY INTO A REQUEST

Start with clarity, the main action, broken functions, or account access — smaller preferences can wait. Name what you noticed, explain why it matters, and request a clearer outcome.

ISSUE

EFFECT

REQUESTED OUTCOME

DON'T APPROVE THAT WEBSITE YET

Want a second opinion? Get a written website review — what's stopping visitors, what matters most, and the words to request the fix.

[SEE THE WEBSITE REVIEW — /review](#)