

The Manufacturing Website Review Checklist

A 30-minute, plain-English review for owners and commercial teams. Score what a serious buyer can see, what Google can understand, and how easily someone can ask for the right work.

Company	
Website	
Reviewed by / date	

How to score it

Give each check 0 if missing, 1 if partly there, and 2 if clear and convincing. Do not score based on what your team knows. Score only what a first-time buyer can see on the site.

0-18: enquiries are leaking. 19-32: credible but hard to buy from. 33-42: strong foundation. The notes matter more than the total.

Can the right buyer understand the offer?

A procurement manager should not need to decode slogans or ring just to discover whether you can make the thing.

[]	Specific opening statement The first screen says what you make or do, for whom, and where you work.	0 1 2
[]	Capabilities are easy to scan Processes, materials, tolerances, capacity and sectors are grouped logically.	0 1 2
[]	The work you want is prominent High-value or best-fit work is not buried behind every service you have ever offered.	0 1 2
[]	Buyer questions are answered Lead times, service area, certifications and project fit are addressed where appropriate.	0 1 2
[]	Language sounds like the shop Copy uses the terms customers and staff actually use, without vague agency language.	0 1 2

One sentence your homepage should be able to finish

We help _____ get _____ by _____.

Does the site remove commercial risk?

Industrial buyers look for evidence that you can deliver safely, consistently and at the required standard.

☐	Real work is shown Use clear project, workshop, product or team photography rather than generic stock scenes.	0 1 2
☐	Case studies explain the job Name the brief, constraints, work delivered and outcome without inventing precision.	0 1 2
☐	Accreditations have context State what each standard or membership means to the customer.	0 1 2
☐	The company is visible Show the people responsible, a real address and direct contact details.	0 1 2
☐	Claims can be checked Numbers identify the client or source. Projections are labelled as projections.	0 1 2

Proof missing from the current site

1. _____ 2. _____ 3. _____

Can a buyer take the next sensible step?

The page should help someone enquire with enough context for your team to respond properly.

[]	Phone is obvious A buyer on mobile can call without hunting through the footer.	0 1 2
[]	Primary action matches intent Use request a quote, send a drawing or book a call based on the page.	0 1 2
[]	Forms ask useful questions Capture job type, timescale and relevant files without making the form exhausting.	0 1 2
[]	Response expectations are clear Say what happens after submission and who will respond.	0 1 2
[]	Every key page has a next step Service, industry, case study and article pages all lead somewhere relevant.	0 1 2

The single most useful action for your best buyer

Can search engines understand and trust it?

Good technical foundations make the useful content easier to find. They do not rescue generic or duplicated pages.

[]	One clear topic per page Titles and headings match a real buyer need rather than variations of the same keyword.	0 1 2
[]	Local pages earn their place Each location page contains genuine project, visit or service context.	0 1 2
[]	Pages link in a useful sequence Articles and industry pages lead to proof, then the relevant service and enquiry path.	0 1 2
[]	Mobile pages are fast and stable Images are sized correctly and content does not jump while loading.	0 1 2
[]	Important pages are indexable Canonicals, robots rules, redirects and the sitemap agree on the preferred URL.	0 1 2
[]	Images explain something Alt text describes the image factually and visuals add evidence or clarity.	0 1 2

Turn the review into three useful jobs.

Do the highest-impact buyer or technical blocker first. A complete rewrite is rarely the first sensible move.

Priority	Change	Owner / date
1		
2		
3		

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