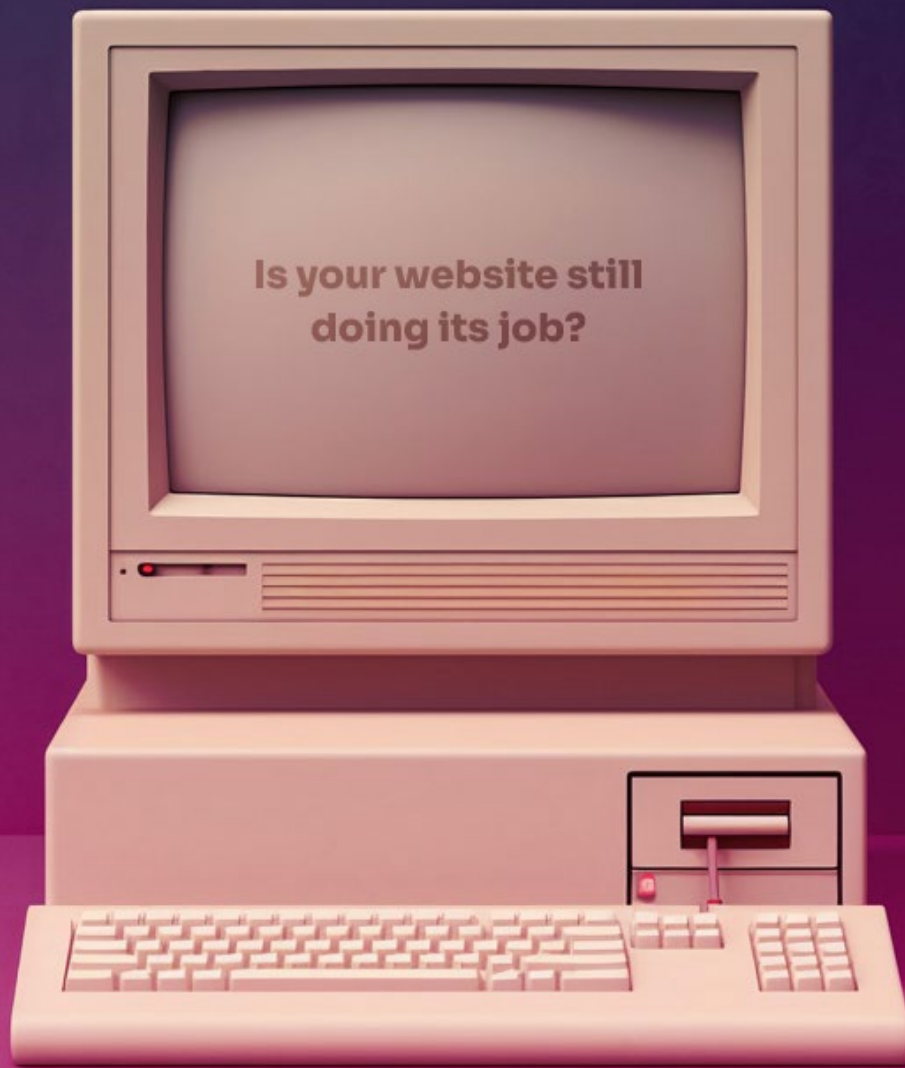




THE 10-MINUTE WEBSITE CHECK

**7 SIGNS YOUR WEBSITE
MAY BE COSTING YOU CREDIBILITY
AND WHAT TO FIX FIRST**



Hello, I'm Tasha, founder of **tasha love design**, an American designer based in the South of France. For more than three decades, I've been helping businesses turn their ideas into websites, brands and print design.

I believe good design should do more than simply look good. It should make your business feel credible, make information easier to understand and help the right people feel confident about working with you.

Over the years, I've seen businesses grow and evolve while their websites quietly stay behind. I created this **10-minute website checklist** to help you take a fresh look at yours — and spot the areas that may no longer reflect the business you've become.

7 SIGNS YOUR WEBSITE MAY BE COSTING YOU CREDIBILITY



Your website doesn't need to follow every new trend or be redesigned every few years. But it does need to reflect the business you are today.

As your company evolves, your services, experience and clients often change with it — while your website quietly stays the same. The result can be a site that still works technically, but no longer communicates the quality, credibility or personality behind your business.

Take 10 minutes, look at your website with fresh eyes and work through these seven simple checks.





1. THE 5-SECOND TEST

Can someone immediately tell what you do, who you help and what they should do next?

Open your homepage and look at it as if you've never seen your business before. Within a few seconds, a visitor should understand what you offer and where to go next. If they have to search for answers, your message may need simplifying.

2. THE TRUST TEST

Does your website reflect the quality of the company you've become — or the company you were five years ago?

Businesses evolve. Websites don't always evolve with them. Look at your site alongside the work, service and experience you provide today. Do they feel like they belong to the same business?

3. THE MOBILE TEST

Is the mobile experience genuinely good — rather than simply functional?

Check your website on your phone. Look for tiny text, awkward spacing, oversized images, difficult navigation or buttons that are hard to tap. Your mobile site shouldn't just feel like a smaller version of your desktop site — it should be just as easy to use.

4. THE CLARITY TEST

Can visitors quickly understand your services without having to dig for information?

People rarely read a website from beginning to end. They scan. Clear headings, concise copy and intuitive navigation should help visitors find the information they need without working for it.



5. THE CREDIBILITY TEST

Are you giving potential clients enough reasons to trust you?

Testimonials, project examples, results, credentials, professional photography and a strong About page all help answer the question every potential client is quietly asking: Can I trust this business?

6. THE CONVERSION TEST

Is there an obvious next step on every important page?

Once someone is interested, don't leave them wondering what to do. Whether it's booking a call, requesting information, viewing your work or getting in touch, every key page should gently guide visitors toward a next step.

7. THE CONSISTENCY TEST

Does your website feel like one cohesive brand from beginning to end?

Typography, colors, imagery, messaging and tone should all feel connected. Inconsistency can make even a good business feel less established. A consistent look and message quietly communicates professionalism.

HOW DID YOUR WEBSITE DO?

Scroll down to see your score.



SO... HOW DID YOUR WEBSITE DO?



0–2 areas to improve

Your website is probably in pretty good shape. **A few thoughtful updates** may be all it needs.

3–4 areas to improve

Your business may have started to outgrow its website. **A strategic refresh** could make a noticeable difference.

5–7 areas to improve

It may be time to take **a fresh look** at your website as a whole — especially if it no longer reflects the quality of your business today.

NOT SURE WHAT TO FIX FIRST?

SEND ME YOUR WEBSITE.

If you're not sure what your results mean, **send me a link to your website.**
I'll take a quick look and let you know what stands out to me.

LET'S TAKE A LOOK →

