

FREE GUIDE · 2026 EDITION

The 2026 Business Website Checklist

60 checks before you hire, pay, launch or renew. In plain English, for business owners who want a website that sells, not one that just exists.

60 checks

Score yourself

7 questions for any developer

Launch and care plan

Owned

Is it actually yours?

Fast and safe

Does it work on a phone,
and survive a bad day?

Found

Can buyers find it?

Selling

Is it easy to buy?

Greenlearners Technologies

By Chukwuemeka Maduka, Founder · 143+ businesses grown in 15+ countries

October 2026

START HERE

How to use **this checklist**

A business website has five jobs: be owned by you, load fast on a phone, stay safe, get found, and make buying easy. **This checklist turns those five jobs into 60 yes or no checks.** Use it before you pay a developer, before you launch, and every quarter after.

Three rules

1. **Be honest.** Only tick a box if it is fully true today, on your own phone.
2. **Fix in order.** Owned comes first, because nothing else matters if you can lose the website. Then fast and safe, then found, then selling.
3. **Repeat every quarter.** Software ages, prices change and bots never sleep. Check again in three months and compare.

Your level

Count your ticks out of 60.

0 to 18

1 • Invisible

19 to 33

2 • Brochure

34 to 45

3 • Working

46 to 54

4 • Selling

55 to 60

5 • Never sleeps

Why this matters in 2026

Oct 2026

40.0%

of all websites run on WordPress (W3Techs). You will never be stuck for a developer.

Sept 2026

75.22%

of web traffic in Nigeria comes from phones (StatCounter). Test on a phone first.

2025

17%

of US small businesses still have no website at all (Clutch survey).

2019 study

+8.4%

retail conversions from a mobile site just 0.1 seconds faster (Deloitte for Google).

For us at Greenlearners Technologies, marketing is getting the right product or service to the right person, at the right time, through the right channel, with the right message. Your website is where every one of those roads ends.

PART 1 OF 5

Owned

Ownership and control

Is the website actually yours?

Some of the saddest calls we get start with “my developer stopped picking up, and I can’t get into my website”. **Whoever builds it, hold the keys.**

- ☐ 01 **Your domain name is registered in your own name, with your own email and login.**
Not the developer’s name, and not an agency account you cannot open.
- ☐ 02 **Your hosting account is in your name, paid from your own card.**
If the host emails about a problem, it should email you.
- ☐ 03 **You have a WordPress admin login that is yours alone.**
Your developer works from a separate user you can remove at any time.
- ☐ 04 **Every password lives in a password manager you control.**
Not in a WhatsApp chat, a sticky note or someone else’s head.
- ☐ 05 **Google Analytics and Search Console are owned by your Google account.**
Developers and agencies are added as users, never as the only owner.
- ☐ 06 **Payment, business email and social accounts are in your name, with your phone number.**
Two-factor codes should come to you.
- ☐ 07 **Paid theme and plugin licences are listed, with renewal dates and who pays.**
A licence that lapses quietly is how a website stops getting updates.
- ☐ 08 **You have a backup you have actually restored once.**
A backup nobody has tested is a hope, not a backup.
- ☐ 09 **You have a one-page map of what runs where.**
Domain registrar, DNS, hosting, email, payment provider, main plugins.
- ☐ 10 **You know how to change prices, photos and posts yourself.**
Ask for a 30 minute training session at handover, and record it.
- ☐ 11 **If any address changed, you have the list of redirects.**
Old links from Google and social media should still land somewhere useful.
- ☐ 12 **It is written down that if you change developers, you keep everything.**
Any developer who will not put this in writing is a red flag.

Owned: your ticks

/ 12

PART 2 OF 5

Fast

Speed and mobile

Does it load and work on a phone, on mobile data?

In Nigeria, **75.22% of web traffic comes from phones** (StatCounter, September 2026). Worldwide it is 58.99%. If your website struggles on a phone, it struggles with most of your customers.

- ☐ **13 Your homepage passes Core Web Vitals on mobile in PageSpeed Insights.**
Google's "good" scores: LCP 2.5 seconds or under, INP 200 milliseconds or under, CLS 0.1 or under.
- ☐ **14 Your main pages load in under 3 seconds on a phone on mobile data.**
Test on your own phone, with wifi off, standing outside.
- ☐ **15 Nothing scrolls sideways on a small phone.**
Open every main page on the smallest phone you can find.
- ☐ **16 Every button is easy to tap with a thumb, and nothing sits under a sticky bar.**
Buttons at least the size of a fingertip, with space between them.
- ☐ **17 Images are compressed and sized for the screen before upload.**
Huge photos straight from a camera are the commonest reason pages are slow.
- ☐ **18 There is no autoplay video or slider at the top of the homepage.**
They are slow, and visitors ignore them anyway.
- ☐ **19 You have caching switched on and a CDN in front of the website.**
Both are free or cheap. Ask your host or developer.
- ☐ **20 Plugins you do not use are deleted, not just deactivated.**
Every plugin is code that must load and be updated.
- ☐ **21 Chat widgets and trackers that nobody uses are removed.**
Each one slows the page for every single visitor.
- ☐ **22 Text is readable without zooming, on a phone, in sunlight.**
Body text about 16 pixels or larger, with strong contrast.
- ☐ **23 The layout holds from a small phone to a laptop to a TV screen.**
A website is not finished when it looks good on the developer's laptop.
- ☐ **24 You have checked the website on an iPhone and an Android phone.**
They render differently. Your customers use both.

Fast: your ticks

/ 12

PART 3 OF 5

Safe

Security and resilience

Will it still be there, and still be yours, after a bad day?

Bots probe every website on the internet, every day. Almost every hacked small business website we are asked to clean up was simply **never looked after**.

- ☐ 25 **Every page loads on https, with the padlock.**
Install an SSL certificate and send all http traffic to https.
- ☐ 26 **Cloudflare, or another firewall, sits in front of the website.**
It filters attacks and bad bots before they reach your server. 26.8% of all websites use Cloudflare (W3Techs, October 2026).
- ☐ 27 **A security plugin scans for malware and limits login attempts.**
Wordfence is one good option, alongside your host's own scanner.
- ☐ 28 **Two-factor authentication is on for every admin account.**
A password alone is not enough any more.
- ☐ 29 **No account is called "admin", and nobody shares a login.**
Each person gets their own user with only the access their job needs.
- ☐ 30 **WordPress, plugins and themes are updated at least monthly.**
Outdated software is one of the commonest ways attackers get in.
- ☐ 31 **Updates are tested on a staging copy before they touch the live website.**
A private copy of the website for testing. Most good hosts provide one.
- ☐ 32 **Automatic backups run daily and are stored away from the hosting.**
If the host goes down, the backup must not go down with it.
- ☐ 33 **Uptime monitoring tells you when the website is down.**
Free tools exist. You should hear about an outage before a customer does.
- ☐ 34 **A privacy policy and cookie consent are in place where the law requires them.**
Nigeria's NDPR, the UK and EU GDPR and US state laws all apply to the customers you serve there.
- ☐ 35 **Forms collect only what you need, and the data is stored safely.**
Ask for less, and protect what you ask for.
- ☐ 36 **You know what to do if the website is hacked, and who to call.**
A one-paragraph plan today saves a panicked week later.

Safe: your ticks

/ 12

PART 4 OF 5

Found

SEO built in

Can the people searching for what you sell find it?

A website nobody finds cannot sell. **Google's own guide to its AI features** says the same SEO fundamentals apply there too, and no special markup is needed.

- ☐ 37 **Google Search Console is set up and your sitemap is submitted.**
Both free. Search Console shows how Google actually sees you.
- ☐ 38 **Every important page is indexed.**
Check the Pages report in Search Console, or search site:yourdomain.com.
- ☐ 39 **Each main service, product or location has its own page.**
One page cannot rank for everything.
- ☐ 40 **Every page has its own title, under about 60 characters, with the main keyword near the front.**
This is the blue link people see on Google.
- ☐ 41 **Every page has a meta description of about 155 characters.**
Write it like an advert: why should they click you?
- ☐ 42 **Your homepage says what you sell, for whom and where in the first lines.**
"Welcome to our website" tells Google and people nothing.
- ☐ 43 **Page addresses are short and readable.**
yoursite.com/dentist-ikeja, not yoursite.com/?p=372.
- ☐ 44 **Your business name, address and phone number are identical everywhere.**
Website, Google Business Profile, Instagram, directories.
- ☐ 45 **Structured data (schema) marks up your business, services and reviews.**
Most WordPress SEO plugins add the basics for you.
- ☐ 46 **Images have descriptive file names and alt text.**
wedding-catering-lekki.jpg, not IMG_4821.jpg.
- ☐ 47 **Your pages link to each other where it helps the reader.**
Service to case study, case study to contact.
- ☐ 48 **Nothing important is blocked from Google, and AI crawlers are not blocked either.**
Check robots.txt and noindex settings before and after every redesign.

Found: your ticks

/ 12

PART 5 OF 5

Selling

Conversion built in

When someone arrives, is it easy to buy?

In Contentsquare's 2026 benchmark, desktop visits converted at 3.4% and mobile at 2.0%, averaged across industries. **Most of that gap is websites that are harder to use on a phone.**

- ☐ 49 **Your headline says what, for whom and where, in under ten words.**
"Wedding catering in Lekki" beats "Welcome to our website".
- ☐ 50 **A WhatsApp or call button is visible on every page without scrolling far.**
One main action per page, not ten.
- ☐ 51 **Every button says what happens next.**
"Check my date", "Get a quote in 2 minutes", not "Submit".
- ☐ 52 **Prices, packages or at least a starting price are shown.**
Hidden prices make people assume you are expensive, so they ask someone who shows theirs.
- ☐ 53 **Real reviews sit right beside the buttons, not on a separate page.**
68% of US consumers will only use a local business rated four stars or more (BrightLocal, 2026).
- ☐ 54 **Real photos of your team, your work and your place, not stock smiles.**
People buy from people they can see.
- ☐ 55 **Results with numbers, where you have them, with dates.**
"217 plots, 50 acres, from ₦9,000,000" is proof. "Quality service" is not.
- ☐ 56 **Forms ask for as little as possible.**
NP Digital, 404 landing pages: one field completed at 18.2%, nine or more at 4.2%.
- ☐ 57 **Every form sends to an inbox someone checks, and you tested it this month.**
A contact form that emails nobody is a silent money leak.
- ☐ 58 **Someone replies to enquiries within an hour in working time.**
Speed to reply wins more deals than any design change.
- ☐ 59 **The footer has your address, phone, opening hours and policies.**
The details careful buyers check just before they pay.
- ☐ 60 **You can see in analytics which pages bring enquiries and sales.**
Track calls, WhatsApp clicks and forms in Google Analytics 4.

Selling: your ticks

/ 12

BEFORE YOU PAY ANYONE

Seven questions for any web developer

Anyone can call themselves a web designer. Searching “web designers near me” gives you hundreds of names and no way to judge them. **Ask every developer these seven questions. Including us.**

Ask them	A good answer	A red flag
Whose name is the domain in?	Yours, with your login	“Ours, it’s easier”
Will I get the admin login?	Yes, from day one	“We handle all changes”
How will it get customers?	SEO, speed and clear calls to action	“It will look amazing”
How fast will it load on a phone?	Tested in PageSpeed Insights	“It’s fast on my laptop”
What happens if it gets hacked?	Backups, a firewall and a plan	Silence
Can I see websites you built?	Live links, real clients	Screenshots only
What if we stop working together?	You keep everything	You lose access

● Green flags: worth a call

- ☐ Asks about your customers before your colours
- ☐ Puts everything in your name from day one
- ☐ Shows live websites you can open on your phone
- ☐ Explains every choice in plain English
- ☐ Plans SEO, speed and security into the build
- ☐ Talks about enquiries and sales, not just looks

● Red flags: walk away

- ☐ Registers your domain or hosting in their own name
- ☐ Will not give you the admin login
- ☐ Uses pirated (“nulled”) themes or plugins
- ☐ Quotes a price before asking a single question
- ☐ Shows designs but no live websites
- ☐ Never mentions backups, security or updates

LAUNCH DAY AND AFTER

The launch day and **monthly care plan**

A website is a living thing. Most websites we are asked to fix were not badly built. **They were built, and then abandoned.** This is the routine that keeps one selling.

LAUNCH DAY

Before you go live

- ☐ Open every page on a small phone, an iPhone and an Android phone
- ☐ Send a test enquiry through every form and WhatsApp button, and confirm it arrived
- ☐ Run PageSpeed Insights on the homepage and your main service page
- ☐ Check that https works on every page and old addresses redirect
- ☐ Submit the sitemap in Google Search Console

WEEK 1

Watch it work

- ☐ Check Search Console for errors and that pages are being indexed
- ☐ Read every enquiry that comes in: what did people ask, and what confused them?
- ☐ Fix the one thing visitors trip over most

EVERY MONTH

Care routine

- ☐ Update WordPress, plugins and themes, on staging first
- ☐ Confirm the backup ran, and restore one file to prove it works
- ☐ Check uptime and speed, and remove anything you added and no longer use
- ☐ Update prices, photos and one piece of proof: a new review or result
- ☐ Look at which pages brought enquiries and sales in Google Analytics 4

EVERY QUARTER

Check again

- ☐ Run this whole checklist again and compare your score
- ☐ Renew the domain, hosting and licences that are due, in your name
- ☐ Ask five happy customers for a Google review

Your total score

/ 60 • Date:

YOUR NEXT STEP

Want us to run this checklist **for you?**

Send us your website on WhatsApp, or tell us about your business if you do not have one yet. We look at it the way your customers and Google do, and send you your three highest-impact fixes in plain English, usually within two working days. The review is free, and you keep it whatever you decide.

I have a website

A free website review from Greenlearners Technologies: your mobile experience, your path to a sale, speed signals, SEO basics and trust gaps.

Get my free website review

I have no website yet

Tell us what you sell and who buys it. We will show you what a website that sells would look like for your business, and what it should cost.

Plan my website in 60 seconds

Read the full guide, with the website payback calculator, the Website Readiness Score and the websites we built, at greenlearnerstechnologies.com/web-development

WHATSAPP AND CALL

+234 802 258 1304

EMAIL

contact@greenlearnerstechnologies.com

THE NIGERIAN OFFICE

21 Fakorede Street, Orogun,
Ibadan