

The Digital Foundations Checklist for 2026

A practical checklist for small businesses who want their website and marketing to actually work in 2026. Use this to identify gaps before spending money on the wrong things.

Website Structure & Clarity

- Each core page has a clear purpose
- Navigation is simple and distraction-free
- Visitors can quickly understand what you do and who you help
- Clear calls to action are visible without being pushy

Content & Credibility

- Service pages explain how you work, not just what you offer
- Content addresses real client questions and concerns
- Language sounds human, not automated or over-polished
- Outdated or thin content has been reviewed or removed

Search Visibility (SEO Foundations)

- Each key service has its own dedicated page
- Pages are internally linked in a logical way
- Headings and page structure make sense to users
- SEO is built into the site, not bolted on afterwards

Analytics & Measurement

- Analytics tracking is set up correctly
- You can identify which pages drive enquiries
- You understand where users drop off
- Reports help decision-making, not just reporting

Paid Advertising Readiness

- Landing pages are clear and conversion-focused
- Tracking is in place before ads run
- Paid traffic is sent to relevant pages
- There is a follow-up process for enquiries

Using AI Sensibly

- AI supports content creation, not replaces thinking
- All AI-assisted content is reviewed and edited
- Content includes real experience and insight
- Nothing is published just to 'fill space'

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Next steps if this raised questions:

If several of these boxes are unchecked, your digital foundations may be holding your business back. Fixing the basics early saves time, money, and frustration later.