

---

THE FIELD GUIDE

# The 5-Minute Website Audit

5 checks to run on your current site before your next Wix or Squarespace renewal hits. If you fail 3 or more, your website is actively losing you customers right now.

For: Owner-operators in trades, services and hospitality  
Reading time: 5 minutes  
Audit time: 10 minutes

**PROSITE GROWTH**

\$200/month websites for local service businesses

## WHY THIS MATTERS

# Your website might be the cheapest part of your business. It's also the most expensive.

If you run a service business, your website is the single piece of equipment that works while you're asleep. Done right, it brings in 1 to 5 jobs a month with no extra effort from you. Done wrong, it sits there making you look amateur and quietly bleeding leads to whoever's site loads faster.

Most owner-operators don't know which side of that line they're on. They paid for a Wix or Squarespace site years ago, plugged in their phone number, and never looked again. Meanwhile the platform pushed out updates that broke things, the form silently stopped delivering, and the renewal kept hitting the credit card.

*"I regret ever using WIX and after a year of frustration and expenses I would never recommend them to anyone."*

— Sitejabber Wix review, 2024

This guide is a 10-minute self-audit. Five checks. Each one tells you something specific and concrete about whether your site is helping or hurting. Run them on your own site right now. Score yourself at the end.

**If you fail 3 or more, your site is costing you money every day it stays up. The good news: every check ends with what to do about it.**

# Does your contact form actually deliver?

In February 2024, Gmail and Yahoo enforced new email authentication standards (SPF and DKIM). The short version: if your website's contact form sends notifications from a shared domain that wasn't updated, those notifications now land in junk. Or vanish.

Most small-business sites built before 2024 never updated. Their forms still 'work' on the front end, but the enquiries never reach the inbox. The owner thinks their site is quiet. It's not. The leads are landing in spam and being deleted by Gmail's auto-cleanup.

*"Nightmare, trying to sort out any problem through the app. My site was down for days. Only when I came on here and left a one-star review did Wix contact me to fix the issue."*

— Trustpilot Wix 1-star, 2024

## HOW TO TEST IT

Go to your own site. Fill out your own contact form using a personal email address you don't normally check. Then check that email account in 60 seconds. Did the auto-reply land? Did your business get the notification? Check spam. If you didn't get both within 60 seconds, your form is broken.

## HOW TO FIX IT

Either move your form to a service that handles SPF/DKIM properly (Formspree, Cloudflare Workers, your own backend), or rebuild on a platform where this is handled by default. The fix on the existing platform is usually a domain authentication step buried in settings. The fix is rarely 'wait for support.'

## How fast does it load on a phone?

70% of your traffic is on mobile. Of those visitors, 50% leave if your site takes more than 3 seconds to load. Google penalises slow sites in local search rankings. So a slow site gets fewer visitors AND converts a smaller fraction of the ones who arrive. The double-tax kills small businesses quietly.

### 48% of Wix sites fail Google's Core Web Vitals.

2026 industry benchmark. If your site is on Wix, there's roughly a coin-flip chance it's structurally penalised in Google's mobile rankings right now.

Squarespace is the slowest major builder we tested, with an 8.79 second Largest Contentful Paint on mobile. Most owner-operators never check, because their site loads fast on their desktop browser at home. Your customers are not on your desktop. They're outside, on 4G, looking for a tradie at 9pm.

#### HOW TO TEST IT

Go to [pagespeed.web.dev](https://pagespeed.web.dev) on your phone. Type in your site URL. Hit Analyse. Look at the Mobile score. Below 50? Red. 50-89? Amber. 90+? Green. Most small business sites score below 50.

#### HOW TO FIX IT

Speed problems on Wix and Squarespace are mostly the platform, not the design choices. You can compress images, remove plugins, simplify layouts and pick up 10 to 20 points. Going from 30 to 95+ usually requires hand-coded delivery on a CDN like Cloudflare. The platforms can't get there because their architecture won't allow it.

## CHECK 3 OF 5

# Are you locked in?

This is the check most owner-operators skip and most regret. The day you decide to leave your platform is the day you find out what 'lock-in' actually means.

*"Wix had their credit card on file from a one-time two-year subscription, and the company automatically charged \$759 to renew the subscription for another two years without authorization, without prior notice, and before the existing service period expired."*

— Trustpilot Wix 1-star, 2024

Auto-renewal traps are common across every major DIY platform. Some hit you with a 60-day ICANN domain transfer freeze the moment you try to leave, on top of the renewal. Others, like Squarespace, simply stop responding when you ask for help cancelling.

*"Wix has built their platform to make leaving as painful as possible so you keep paying them month after month."*

— Quora aggregate, 2024-2025

## HOW TO TEST IT

Go to your billing page. When does your next renewal hit? What's the amount? When did you last get a notification? If your renewal is more than \$25 a month and you'd be surprised by the next charge amount, you're in the trap. Also check: can you actually export your full site (every page, every blog post, every image) right now without manual copy-paste? On Wix, you cannot.

## HOW TO FIX IT

Set a calendar reminder 60 days before your next renewal. That's your window to migrate your domain off the platform without an ICANN freeze blocking you. If the platform charges you anyway, dispute via your card issuer and document the timeline. Going forward, choose a service where you own the code outright and can move the domain at any time.

## Can a customer call you in 30 seconds?

Most owner-operator websites bury the phone number. It's in the footer, or only in the contact page, or shown only on the desktop version. The buyer is on their phone, stressed, looking for a tradie or a massage at short notice. If they can't tap to call in 30 seconds, they call your competitor.

**78% of leads go to whoever replies first.**

Speed is the entire game in local services. The site's job is to get the customer to call before they've finished scrolling Google.

On a phone, your call button needs to be visible without scrolling. Big. Tappable with a thumb. Same colour as everything else on the page is wrong, because it disappears. The best small-business sites use a sticky header with a 'Call now' button visible on every page, every scroll position.

### HOW TO TEST IT

Pick up your phone. Open your site in a private/incognito browser tab. Time yourself: from arrival, how many seconds until your thumb is on the call button? More than 5 seconds means most customers won't make it. More than 10 seconds means almost none will.

### HOW TO FIX IT

Add a sticky 'Call now' button to your mobile header. Make it a contrasting colour. Make it big enough that a thumb can hit it without zooming. Test it on your own phone afterward. If your platform won't let you add a sticky mobile call button, your platform is wrong for a service business.

## When did you last edit it?

A site that hasn't been touched in 18 months tells Google your business is dormant. It tells customers you're not paying attention. It usually has out-of-date phone numbers, stale photos, prices from a year ago, and the wrong service area. The best site in the world dies if it stops being maintained.

The reason owner-operators stop editing is rarely laziness. It's that the platform makes editing painful. The CMS is confusing. The mobile editor breaks things. The agency that built it left and the new agency wants \$300 to change a phone number. So the owner gives up, and the site decays.

*"Squarespace has virtually no customer service help at all. No phone numbers. Nothing but links to pages that don't offer any real support or help."*

— Trustpilot Squarespace 1-star, 2024

### HOW TO TEST IT

Open your site. Look at the dates: any blog posts, news, or 'recent work' photos. When was the most recent one? If it's more than 6 months ago, Google notices. Now look at your services page. Are the prices current? Phone number current? Service area accurate? If anything is wrong, even slightly, you've stopped trusting your own site.

### HOW TO FIX IT

Pick the smallest possible thing you'd want to change today, then try to change it. If it takes longer than 5 minutes, the platform is the problem. The fix is one of two things: a CMS so simple your 70-year-old uncle could use it, or a service where you can email 'change my hours to 8-6' and someone changes it for you.

## YOUR SCORE

# Add up your fails.

How many of the 5 checks did your site fail? Be honest. Most owner-operators fail 3 or 4, not because they're bad at this, but because the platforms are designed to coast. The site looked fine the day it launched. Time and platform updates did the damage.

<b>0 to 1 fail</b>	Your site is in good shape. Run this audit again in 6 months. The platforms keep changing, your audit needs to keep up.
<b>2 fails</b>	You've got a site that mostly works. The fails are likely costing you 10 to 20% of the leads it should be producing. Worth fixing in the next 60 days.
<b>3 fails</b>	Your site is actively losing business right now. Every month you keep paying for it, you're paying twice: the renewal AND the lost leads. Time to rebuild.
<b>4 to 5 fails</b>	Your current site is a liability, not an asset. Customers are choosing competitors before they ever finish loading your homepage. Cancel the renewal. Rebuild now.

If you scored 3 or higher, you're not stuck. You just need a site that gets out of your way. Hand-coded, fast, owner-friendly, with a real human on the other end when something breaks.

## Want us to do this audit on your site for free?

Send us your URL. We'll run all 5 checks on your live site, write you a 1-page report, and build a free preview of what your replacement could look like. No payment until you see the preview and approve it.

[Get my free audit and preview →](#)

[prositegrowth.com](https://prositegrowth.com)

ProSite Growth builds custom-coded websites for owner-operators in trades, services and hospitality. \$200/month flat. No setup fee. No lock-in. You own the code. We build the preview first, free, before you pay anything.

[prositegrowth.com](https://prositegrowth.com)