



10-Minute Website Audit Action Plan (Quick Check)

This free website audit template is designed specifically for independent cafés, pubs and restaurants.

It's a clear action plan that will help you review your website from a customer's point of view and spot the things that most often stop browsers turning into bookings.

1–2 minutes: First Impression (Mobile)

Can I tell who you are, where you are, and how to book instantly?

Is the booking button visible without scrolling?

2 minutes: Menu Confidence Check

Menu is easy to find

Loads quickly on mobile

Easy to read, prices clear, content up to date

2 minutes: Booking Test

Booking/enquiry button works

Steps are simple and obvious

No confusion about what happens next

2 minutes: Google Check

Google listing matches the website

Opening times are correct

Photos look recent

2 minutes: Decide Priorities

Write down:

Fix now: (broken, missing, outdated)

Improve next: (clarity, speed, mobile)

Nice to have: (design or extras)

The Nationwide Caterers Association

We work with 1000s of bricks and mortar businesses and help them succeed by providing the products, services and support necessary for them to thrive.

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