Checklist: What to Ask Your Web Designer or Agency

If you're concerned about your current website performance and that it's leaving tables empty, it's important to be clear ahead of time what to discuss with your current web designer or agency to address any issues.

Tick off the questions that you feel are most relevant to the issue you're experiencing under each section below, so you have a reference when speaking to your designer or agency.

Low or declining bookings

Where and how are calls-to-action (e.g. Book Now, Book a Table, Enquire) used across the site?

Are calls-to-action visible on key pages like menus, events and mobile views?

How many steps does the booking process take?

Can you walk me through the booking journey as if I were a guest?

Have abandoned bookings or drop-offs been reviewed?

My website isn't mobile-friendly

Was the site designed mobile-first, or adapted later?

How does the full booking journey work on a phone?

Are buttons easy to tap and forms easy to complete?

Can I preview and test mobile performance myself?

My website load speed is slow

What has been done to optimise page speed?

Are images and videos compressed properly?

Are third-party plugins (including booking tools) slowing things down?

Has page speed been tested recently, especially on mobile?

My website isn't showing up for local searches

Are page titles and meta descriptions optimised?

How is location information handled across the site?

Do we have pages that support local search visibility?

Is the language written for real guests, not just search engines?

I haven't seen any analytics or tracking

What analytics tools are currently set up?

Are booking clicks or enquiry forms tracked?

Will I have access to the data?

Can you explain performance in plain language?

Key metrics: website traffic, source of traffic, most viewed pages, booking or enquiry actions, mobile vs desktop usage

I'm not clear who manages the website or handles updates

Do I own the domain, hosting and website files?

Do I have full admin access?

What happens if we stop working together?

Can I update menus, prices, hours and images myself?

What updates require developer help?

Is training or documentation available?

The Nationwide Caterers Association

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