CATFISH SERVICE · CATFISH.HK · WEBSITE SELF CHECK

Website 10-Point Self Check

Ten questions, five minutes. Tick what you already do, get a score, then read the quick fix for each point. The score is a reference — a real diagnosis weighs your industry, customers and competitors.

0–4 serious leaks **5–7** room to improve **8–10** solid

- [ ] 01 **On mobile, I know what you do within 5 seconds**

  Nobody reads. They scan. If the first screen is unclear, they hit back.

  > Fix: one line at the top — who you help, what problem, what to do next.

- [ ] 02 **Nothing needs sideways scrolling on a phone**

  A layout that only fits by dragging sideways loses half your visitors — forms and comparison tables included.

  > Fix: collapsible containers, images max-width:100%; wide tables scroll but keep the first column pinned.

- [ ] 03 **Every page has one obvious next step**

  Five equal buttons is the same as none. People choose "do nothing".

  > Fix: one primary action (WhatsApp); everything else becomes a quiet text link.

- [ ] 04 **It loads in under three seconds**

  Each extra second costs mobile conversions; the hero image is usually the culprit.

  > Fix: convert images to WebP under 200KB, drop autoplay video, load only the font weights you use.

- [ ] 05 **HTTPS padlock is clean — no "Not secure" warning**

  A "Not secure" label makes people leave before reading a word, and Google demotes you.

  > Fix: most hosts issue a free certificate — then force http → https everywhere.

06

Searching my company name finds me on page one

If you are not there, people assume you are not operating — or closed.

> Fix: submit a sitemap, write real titles and descriptions, set up a Google Business Profile.

07

Prices are shown, or at least "from"

No number means no enquiry — people fear being sold to once they ask.

> Fix: put a starting price on each plan, or "quoted by scope, reply within 24 hours".

08

WhatsApp / phone opens in one tap

Copy the number, switch app, paste — most people give up in between.

> Fix: use a wa.me link with a pre-filled message so one tap starts the chat.

09

There is real proof, not adjectives

"Professional, dedicated, one-stop" convinces nobody. Photos, cases and real quotes do.

> Fix: 2–3 real cases (what you did, what changed), team photos, one or two client quotes.

10

GA4 is installed — I know where traffic comes from

Without measurement every change is a guess, and you cannot tell what worked.

> Fix: add GA4 site-wide, mark WhatsApp clicks as a conversion, review sources monthly.

SCORE GUIDE / 分數對照

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0–4
Serious leaks
Fix 01 first screen, 02 mobile layout, 05 padlock — stop the bleeding first.

5–7
Room to improve
Focus on 03 one action, 07 pricing, 08 one-tap WhatsApp.

8–10
Solid foundation
Next up: content and traffic, to bring people back.

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