



DESI WEBS
YOUR WEBSITE. YOUR SUCCESS

Small Biz Brand Checklist

- Clear Logo – Is your logo high-res and visible on both light & dark backgrounds? ☐
- Consistent Color Palette – Do your brand colors match across website, social, and print? ☐
- Readable Fonts – Are your headlines and body text easy to read on desktop & mobile? ☐
- Contact Info Front & Center – Phone, email, and social links visible on every page. ☐
- Mobile-Friendly Layout – Does your site look good and load fast on phones? ☐
- Strong Call-to-Action (CTA) – Do you have a clear “Book Now,” “Contact,” or “Buy” button? ☐
- SEO Basics – Are your page titles and meta descriptions optimized with keywords? ☐
- Social Media Links – Are your Instagram/Facebook links working and in a prominent spot? ☐
- Brand Voice & Imagery – Do your images and copy reflect your unique personality? ☐
- Fast Loading Speed – Does your site load in under 3 seconds? (Test at gtmetrix.com) ☐