

How to Assess Whether Your Website Is Doing Its Job



Many business owners judge their website by how it looks. A clean design, modern colours and a professional layout are all important, but they are not the full picture. A website must not only look the part — it needs to work. The goal is simple: attract the right people, guide them to the information they need and help them feel confident enough to get in touch.

In this article, we focus on how we assess whether a website is doing its job. It is a simple, non-technical overview that shows what we look for when diagnosing performance, without overwhelming you with SEO terminology or deep technical detail.

The Difference Between “Looks Nice” and “Works Well”

Design matters, but performance matters more. A good-looking site can still struggle if the content is unclear, the navigation is confusing or the pages fail to answer the visitor’s questions. On the other hand, a clear and well-structured site can perform brilliantly even before any design improvements are made.

When we assess a website, we start with function before form. Once we understand how well the site works, we can always refine the design to match.

Signs of Strong Performance

A website that is doing its job usually shows several positive indicators:

- Visitors can find key information quickly.
- Important pages appear in Google for relevant searches.
- People move naturally through the site towards contact pages.
- Menus, buttons and calls to action are easy to follow.
- Search Console shows consistent impressions and improving click-throughs.

These signs show the website is aligned with visitor needs and is supporting the business effectively.

Signs of Weak Performance

Weak performance often appears long before enquiries slow down. Typical signs include:

- Visitors leave quickly or do not explore the site.
- Search Console impressions are dropping or stuck at low levels.
- Most search terms are brand-based rather than service-based.
- Visitors land on pages that do not encourage them to take the next step.
- Key pages are buried, hard to find or unclear.

These issues often point to deeper structural or content problems, which we cover in later sections of the playbook.

Early Indicators That Something Is Blocking Conversions

Even if the site has traffic, something may be stopping visitors from enquiring. We look for early signs such as:

- Visitors moving in circles rather than progressing through the site.
- Important pages receiving views but not generating enquiries.
- People reaching service pages but failing to visit the contact page.
- Content that raises more questions than it answers.
- Navigation that requires too many clicks to find key information.

This type of behaviour is often visible in analytics tools and path analysis, which we cover in the Analytics section of the playbook.

Understanding Search Visibility

One of the fastest ways to assess whether a website is working is to look at Google Search Console. It shows us:

- which pages appear in search results,
- which search terms trigger impressions,
- where the site ranks for key topics,
- whether visitors click through at healthy levels.

A common issue we see is that many websites generate visibility only for brand searches — people who already know the company name. While this is good, it does not grow the business. For growth, we need visibility for the problems your potential customers are actively searching for.

A Simple Introduction to Search Intent

Search intent is the reason behind the search. People may be comparing services, looking for answers or trying to solve a specific problem. When a website matches the intent behind these searches, it stands a much better chance of attracting enquiries.

Part of our diagnostic work is checking whether your pages match what people are looking for. If visitors land on a page that does not answer their question or solve their problem, they leave quickly — no matter how good the design looks.

An Introduction to Pillar and Cluster Content (Without the Jargon)

Websites that perform well often have a clear set of informative pages that support their main service pages. Think of it like this: your main pages explain what you do, while your supporting articles help people understand how it works, why it matters and what decisions they need to make.

These supporting articles strengthen the authority of your main pages. Search engines use this content to build a picture of your expertise and decide whether your site deserves visibility for more competitive searches.

In our diagnostics, we look at whether your site has enough relevant, helpful content to support your services, without going into the heavier planning or restructuring work that comes later.

Is the Website Structure Helping or Holding Back?

A well-structured website guides visitors naturally from interest to enquiry. A poorly structured site leaves people unsure where to go next. At this stage, we are not fixing the structure — we are simply identifying whether it supports the visitor journey or whether it may be contributing to lost opportunities.

This early assessment helps us decide how much work may be needed later in the Website Structure & Planning section of the playbook.

Keeping the Diagnosis Simple

We keep our diagnostics clear and easy to understand. No technical language, no overwhelming reports — just straightforward explanations of what is working, what is not and where improvements will have the greatest impact.

This approach gives you clarity before we move into the deeper planning work. It ensures we build improvements on solid understanding rather than assumptions.