

# The 2026 Small Business Website Health Check

## → AI Search Visibility (The "Robot" Test)

Q&A Headers: Do your service pages use question-based headings (e.g., "How much does [Service] cost in Calgary?")?

Fact Density: Does your homepage contain at least 3 specific "Trust Facts" (e.g., Years in business, number of clients, or specific service areas)?

Schema Markup: Is your JSON-LD code updated with your current address, phone, and hours?

## → Mobile Performance (The "Thumb" Test)

CTA Reach: Can you reach your primary "Contact" or "Book" button with one thumb while holding your phone naturally?

Zero Pinch-to-Zoom: Is your body text at least 16px so it's readable without zooming?

Form Optimization: Do your contact forms trigger the number pad for phone fields?

## → Speed & Trust (The "Human" Test)

The 2-Second Rule: Does your site load its main content in under 2 seconds on a 5G connection?

Real Imagery: Have you replaced generic stock photos with real photos of your team or local work?

Verified Reviews: Is there a live, clickable feed of your Google Reviews on your homepage?

Score your site:

8-9 Checks: You're a 2026 Rockstar.

5-7 Checks: You're losing leads to faster competitors.

0-4 Checks: Your site is likely invisible to AI search.

Immediate Solutions:

Need a fresh, AI-optimized start? Get a professional site in 24 hours with [Website in a Day](#).  
Need more speed? Move to our [High-Performance Website Hosting](#) for instant optimization.