7 signs your website is a zombie

The website is there, but it brings you no clients. Check it yourself in 10 minutes, from your phone.

Each sign comes with a one-minute test. Tick the ones you find on your website.

☐ **1 It is slow or awkward on a phone**

The test: Open your website on your phone, off Wi-Fi. If it is not ready while you count to three, or you have to pinch to read, that is the first sign.

What to do: Lighter images and a website designed for phones first, because that is where most people look for you.

☐ **2 In five seconds nobody gets what you do**

The test: Show the first screen to a friend for five seconds, then close it. Can they tell you what you sell, who it is for and how to buy?

What to do: At the top, one sentence about the result the client gets, not “Welcome” or your company name.

☐ **3 It is not clear what to do next**

The test: Look for the button to call, message on WhatsApp or book. Can you see it without scrolling, on every page?

What to do: One main button, always with the same words, at the top and at the end of every page.

☐ **4 Only people who already know you find you on Google**

The test: In a private window, search for your trade and your town, for example “plumber Perugia”, not your name. Do you show up on the map or on the first page?

What to do: A page for each service and for your area, using the words people search for, and a well-kept Google profile.

☐ **5 Your Google profile is abandoned**

The test: Check the opening hours, phone number and photos on your Google profile. Have you replied to every review, the negative ones too?

What to do: Update it every month, reply to every review and ask happy clients for one right after the job.

☐ 6 It talks about you, not the client

The test: Count how often you find “we”, “market leader”, “our passion”. Then how often you find “you” and a client problem.

What to do: Rewrite it starting from the client’s problem and what they get. Add prices, at least indicative, and real reviews.

☐ 7 You do not know how many enquiries it brings

The test: Can you say how many people contacted you through the website last month, and from which pages?

What to do: Simple statistics and every enquiry in one place. What you do not count, you cannot improve.

How many signs did you find?

0-1 Your website is alive. Keep it up to date.

2-3 It is losing its grip. Fix signs 2 and 3 first: they are the quickest.

4-7 It is a zombie. People are looking for you, but they choose a competitor.



Want us to look at it?

Leave your details and we call you back. In a 20-minute call we tell you what to fix first to get more clients. Free, even if you never work with us.

Online: zombielabs.it/en/free-audit/ **Toll-free from Italy:** 800 771 999

WhatsApp: +39 352 016 4650