

FREE GUIDE · FOR MUMBAI BUSINESSES

The Mumbai Business Website Checklist

52 practical checks to plan, launch and grow a website that actually brings in customers.

Whether you are building your first website or improving an existing one, this checklist covers everything that matters — from planning and design through to SEO, speed, security and growth. Print it, share it with your team, and tick each box with confidence.

Prepared by Susania (OPC) Private Limited

IT & Digital Services consultancy — serving Mumbai and India since 2011.

Web & app development · SEO · Social media · Hosting · Digital Signatures

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Work through each section in order. Tick a box only when that item is genuinely done — an honest checklist is far more useful than a quick one.

1

Strategy & Planning

6 checks

- Define the single primary goal of your website — leads, sales, bookings or credibility.
- Identify your target customers and what they actually need from you.
- Research what your top three local competitors are doing online.
- List the core pages you need — Home, Services, About, Contact and more.
- Set a realistic budget covering design, hosting, domain and ongoing upkeep.
- Register a short, brandable domain name (.com or .in preferred).

2

Design & User Experience

6 checks

- Use a clean, consistent layout with your brand colours and logo throughout.
- Make your value proposition clear within the first screen, before any scrolling.
- Keep navigation simple — a visitor should reach any page in two or three clicks.
- Place a clear call-to-action on every page — Call, WhatsApp or Enquire.
- Ensure text is easy to read: sensible font size, strong contrast and spacing.
- Show trust signals — reviews, certifications, client logos and years in business.

3

Content & Copy

5 checks

- Write in plain language focused on customer benefits, not technical jargon.
- Show your full business name, address and phone number consistently (NAP).
- Use genuine photos of your work, team or premises — not only stock images.
- Give each major service its own dedicated, detailed page.
- Run a blog or updates section to stay relevant and rank for more searches.

4

SEO Foundations

8 checks

- Give every page a unique, descriptive title tag and meta description.
- Use one clear H1 heading per page containing a relevant keyword.
- Add your city or locality to key pages — for example "in Mumbai" or "Borivali".
- Create, verify and complete your free Google Business Profile listing.
- Add descriptive ALT text to every meaningful image.
- Generate an XML sitemap and submit it in Google Search Console.
- Use clean, readable URLs such as /web-development rather than /page?id=12.
- Add structured data (schema) for your business, services and reviews.

5

Performance & Speed

6 checks

- Compress images and serve them in modern formats such as WebP or AVIF.
- Enable browser caching and GZIP or Brotli compression on the server.
- Choose reliable hosting with servers located close to your audience in India.
- Minify your CSS and JavaScript files to reduce their size.
- Aim to pass Google Core Web Vitals — LCP, INP and CLS.
- Test loading speed on both a 4G mobile connection and broadband.

6

Mobile & Accessibility

5 checks

- Confirm the site works and looks good on phones and tablets, not just desktop.
- Make buttons and links large enough to tap comfortably with a finger.
- Keep forms short and easy to complete on a small screen.
- Provide sufficient colour contrast so text stays readable for everyone.
- Add click-to-call and click-to-WhatsApp buttons for mobile visitors.

7

Security & Compliance

6 checks

- Install a valid SSL certificate so the whole site loads over HTTPS.
- Keep your CMS, plugins, themes and server software up to date.
- Take automatic, regular backups of your website and database.
- Publish a Privacy Policy and Terms & Conditions page.
- Show a cookie consent notice if you use analytics or tracking.
- Protect contact forms against spam with a honeypot or CAPTCHA.

8

Pre-Launch Testing

5 checks

- Check that every link, button and form actually works as intended.
- Proofread all content carefully for spelling and factual errors.
- Test the site in Chrome, Safari, Firefox and Edge.
- Set up a friendly, branded 404 (page-not-found) page.
- Verify that contact form submissions reach the correct inbox.

9

Post-Launch & Growth

5 checks

- Connect Google Analytics 4 and Google Search Console.
- Track key actions as conversions — calls, form fills and WhatsApp clicks.
- Ask satisfied customers for Google reviews on a regular basis.
- Publish fresh content or service updates consistently.
- Review performance every month and fix whatever is underperforming.

READY FOR THE NEXT STEP?

Need a hand ticking these boxes?

Susania has helped Mumbai businesses plan, build, rank and grow their websites since 2011. From web and app development to SEO, hosting, email and Digital Signature Certificates — our in-house team handles all of it, with no outsourcing and no lock-in contracts.

- ✓ A free, no-obligation review of your current website or project idea.
- ✓ Honest advice on what to prioritise first — and what can wait.
- ✓ One in-house team for design, development, SEO and marketing.
- ✓ Transparent pricing for every budget, from startups to enterprises.

Book your free consultation

Mention this checklist when you contact us for a priority response.

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