

End-of-Year Website Refresh Guide

A calm, practical review for your website and Google Business Profile

A moment to review before heading into the New Year

The end of the year brings its own rhythm, for some businesses it's a sprint to Christmas, for others it's a welcome pause. Either way, it's a natural point to step back and look at how your business appears online before the energy and activity of the New Year begins.

Websites and Google Business Profiles quietly gather small issues over the year: outdated information, broken links, layout shifts after updates, and changes in search visibility. This guide helps you look at the areas that matter most so your online presence feels clear, accurate and steady moving forward.

It works for any website platform: WordPress, Squarespace, Wix, Shopify or something more bespoke.

This isn't about perfection. It's about awareness and alignment, knowing what's working, what may need attention, and what can wait until later.

1. ACCURACY

Are the details customers rely on still correct?

- Business name and spelling across your site and Google
- Opening hours (including any seasonal or temporary variations)
- Phone number, email and address
- Social links and contact icons
- Services and pricing
- Team updates
- Old seasonal banners or notices
- Blog posts referencing outdated dates

Signs something may need attention:

- Conflicting information across profiles
- Customers asking for clarification
- Pages that haven't been reviewed in a long while

2. VISIBILITY

Are people still finding you easily?

- Google Business Profile categories
- Services list
- Business description
- Photos
- Map pin
- Website and social links
- Views, calls and direction requests

Signs something may need attention:

- Fewer enquiries
- Old or irrelevant categories
- Missing services you now provide

3. EXPERIENCE

Does your website feel smooth, clear and easy for real people to use?

- Mobile performance
- Layout stability
- Buttons, links and menus
- Click-to-call buttons
- Email links
- Contact forms
- Images
- Navigation

Signs something may need attention:

- Slow or unpredictable performance
- Things that look “off”
- Customers struggling to find something

4. HEALTH & SECURITY

Is everything stable and behaving properly behind the scenes?

- No security warnings
- Updates for plugins, apps or integrations
- Platform/theme updates
- Recent backups
- No dashboard errors

- Hosting/domain renewal dates
- SSL certificate
- Normal email delivery

Signs something may need attention:

- Red or amber warnings
- Backups not running
- Renewal messages
- Email failures

CHECKLIST

ACCURACY

- Opening hours correct
- Contact details consistent
- Services/prices up to date
- Team info current
- No outdated messages
- Key pages checked

VISIBILITY

- GBP categories reviewed
- Services list updated
- Description relevant
- Map pin accurate
- Photos current
- Links working

EXPERIENCE

- Mobile experience smooth
- Menu logical
- All links/buttons functioning
- Click-to-call tested
- Email links tested
- Contact forms working
- No broken layouts

HEALTH & SECURITY

- No security warnings
- Integrations updated
- Backups recent
- Renewals noted
- SSL active
- Dashboard clear
- Emails delivering normally

Need support with anything you've spotted?

Some people like working through these checks themselves. Others prefer to hand things over to someone steady and experienced.



If you'd like help, whether that's tidying your site, updating information, refreshing your Google Business Profile or resolving any issues, Mark and the Stormchasers Digital team are here for you.

A calm, local digital team for Kent and the South East.

Get in touch if you'd like us to take a look, contact details are in the footer.