The checklist

Your site looks AI-made.



The checklist

Score your site. Do the fixes you failed. Score again.

12 checks

No.	Check	Before	After
01	**Real font** Headings are not Inter, Roboto, Open Sans, Lato or Space Grotesk. Right-click, Inspect, read font-family.	☐	☐
02	**One colour** Only buttons and links use the accent. No gradient or glow anywhere.	☐	☐
03	**Says what + where** From the top headline alone, a stranger knows what you do and where.	☐	☐
04	**Price shown** A price or from-price shows on your phone without scrolling.	☐	☐
05	**Your face** A real photo of you or your team is on the home page.	☐	☐
06	**Real reviews** Reviews show names and dates, and the rating links to Google.	☐	☐
07	**No hype words** Ctrl+F finds no seamless, elevate, unlock, cutting-edge, next-level, empower, world-class, state-of-the-art, tailored solutions or your journey.	☐	☐
08	**One button** One solid button on the first screen, same words each time it appears.	☐	☐
09	**Phone in header** On your phone, tapping the number at the top opens the call screen.	☐	☐
10	**Hours + address** Both on the first screen, matching your Google profile exactly.	☐	☐
11	**Loads under 2.5 s** pagespeed.web.dev, Mobile tab, Diagnose performance issues: Largest Contentful Paint 2.5 s or less.	☐	☐
12	**Easy-to-read text** Body 16 px or bigger, contrast 4.5:1 or more, Hemingway grade 7 or lower.	☐	☐
	Your score	___ /12	___ /12

7 fixes

Do the ones you failed, in order.

Fix	Do	Use	Avoid	Done when
01	**Font and colour** **One font with character for headings. One accent colour from your logo.** Headings **700** (**800** if your font has it). Body **400** at **16** to **18 px**, line height **1.5**. Accent on buttons and links only.	**Fraunces** warm serif, free **Newsreader** editorial, free **Literata** calm serif, free **IBM Plex Serif** plain and solid, free **imagecolorpicker.com** upload your logo file, or a straight-on photo of your sign, copy the hex **WebAIM contrast checker** text needs 4.5:1	Inter, Roboto, Open Sans, Lato, Space Grotesk / gradient text / glowing buttons / glass panels / the sparkle badge above the headline / purple on white	☐ **PASS** Right-click, Inspect: the heading font is not on the avoid list. The accent shows only on buttons and links.
02	**Say what, where, how much** **Headline = service + place + one fact. Price on the first screen.** One H**1** only. "From **$45**" or a range like **$45** to **$120**, visible without scrolling.	**Dentist** Same-week check-ups in Austin. From $45. **Plumber** Emergency plumber in Denver. There in 90 minutes. **Salon** Cuts and colour in Portland. From $40. **Page title** Dentist in Austin | Northside Dental (about 60 characters at most)	"Your smile, reimagined" / "Welcome to our website" / a headline with no place in it / hiding the price behind a form	☐ **PASS** A stranger reading only the headline knows what you do, where, and roughly what it costs.
03	**Cut the hype** **Swap every adjective for a fact: a number, a time, a place, a price.** Sentences under **20** words. Paragraphs of **1** to **3** sentences. Objective text scored **27**% higher on usability than promotional text (Nielsen Norman Group).	**Hemingway** paste your text, aim for grade 5 to 7 **Ctrl+F on your live page** search each word on the avoid list **The swap** "State-of-the-art care" becomes "Digital X-rays, results in 10 minutes."	seamless / elevate / unlock / cutting-edge / next-level / empower / world-class / state-of-the-art / tailored solutions / journey / "X, not Y" lines more than once / emoji bullets	☐ **PASS** Ctrl+F finds none of the avoid words. Hemingway says grade 7 or lower.

Fix	Do	Use	Avoid	Done when

04 Your face, real reviews, real prices

Your own photo, your real Google rating, real prices. **2** to **4** real reviews with first name, date and source. Photo near the top.	**Your phone by a window** daylight, no filter, name and role under it **Google Business Profile** Read reviews, Get more reviews: copy the link, send it after each visit **The rating line** 4.7 stars from 212 Google reviews, linked to your profile	stock people / rounding your rating up (show 4.7, not 5) / "Trusted by 10,000+" with nothing behind it / rewards for reviews (Google bans them)	☐ **PASS** No stock faces on the page. The rating on the page matches Google today.

05 The first screen

Phone, address, hours, rating. All visible before anyone scrolls. Number in the header on every page, tap area at least **44 px** tall. Address, hours and rating under the headline.	**Tap-to-call link** tel:+15125550147 (plus, country code, digits, no spaces) **Google Business Profile** copy name, address, phone and hours letter for letter **Your own phone** open the site, do not scroll, tap the number	phone only in the footer / phone hidden inside the menu / hours that differ from Google / a full-screen photo with just "Get started"	☐ **PASS** On your phone, without scrolling: you can tap to call and you see all four.

06 Speed

Main image on screen in 2.5 seconds or less on mobile. Main image WebP, max **1600 px** wide, under **200 KB**, width and height set, never lazy-loaded. loading="lazy" on everything below the first screen.	**PageSpeed Insights** Mobile tab, Diagnose performance issues, read Largest Contentful Paint **Squoosh** WebP, quality 75 to 80 **TinyPNG** if you'd rather not pick settings	autoplay video on phones / a 4 MB hero image / lazy-loading the main image / five fonts loading at once	☐ **PASS** In Diagnose performance issues, LCP is 2.5 s or less, two runs in a row.

07 One button, one job

One action with a verb, repeated down the page. Not five. First screen: one solid button plus the phone. Same words at the top, after the reviews, at the bottom. Tap area at least **44 px** tall.	**Button words** Book a check-up. Call for a quote. Get a price. **Cal.com** free booking slots if you need them **The test** fill in your own form on your phone; the email must arrive within 5 minutes	Get started / Learn more / Submit / five buttons on the first screen / a pop-up on arrival / a form that asks more than name, phone, preferred day	☐ **PASS** The form email arrived. Every button on the page says the same thing.

You can hand the work to any major AI model (Claude, ChatGPT) or to your builder's chat. Paste the prompt below.

Lovable, Bolt, v0, Replit: paste it in the chat and it edits the site. Claude or ChatGPT: paste it with your page text, then apply the answers by hand.

The prompt, part 1 of 2 Fill in MY FACTS first. Write NONE for anything you don't have. Attach your photo.

Fix my small-business website so it stops looking AI-made. Work in three steps: audit, fix, report. Use only MY FACTS. Never invent reviews, numbers or claims. Where a fact says NONE, leave that part out. Keep my content and layout except where a fix changes them.

MY FACTS

Business name: [NAME]

What we do: [SERVICE]

City: [CITY]

Who it's for: [WHO FOR]

Starting price: [PRICE]

Other facts I can prove (years open, response time, guarantees): [MORE FACTS]

Phone as shown: [PHONE]

Phone for the link, country code and digits only: [PHONE INTL] (example +15125550147)

Address: [ADDRESS]

Hours: [HOURS]

Google rating: [RATING] stars from [COUNT] reviews, link [PROFILE LINK]

Logo colour: [LOGO HEX]

Heading font: [HEADING FONT] (Fraunces, Newsreader, Literata or IBM Plex Serif)

Body font: [BODY FONT] (plain; not Inter, Roboto, Open Sans, Lato or Space Grotesk)

The one thing visitors should do: [ACTION]. Button text: [BUTTON TEXT]. Link: [LINK]

Form emails go to: [MY EMAIL]

My photo: attached as [FILE NAME]. Name and role under it: [NAME AND ROLE]

Real reviews, each with first name, date and exact text: [REVIEWS]

STEP 1: AUDIT

Pass or fail, one line each, with what you saw. If you cannot see it from what I gave you (font file, image size, speed, my Google profile), write "can't check" and tell me how to check it. Never guess.

1. Headings are not Inter, Roboto, Open Sans, Lato or Space Grotesk.
2. One accent colour, on buttons and links only. No gradients, glow or glass.
3. The first headline names the service and the city.
4. A price is visible on the first screen.
5. A real photo of me or my team, no stock people.
6. Reviews show a first name and a date; the rating links to my Google profile.
7. None of these words: seamless, elevate, unlock, cutting-edge, next-level, empower, world-class, state-of-the-art, tailored solutions, your journey.
8. One main button, same words everywhere.
9. A tap-to-call phone number in the header on every page.
10. Address and hours on the first screen, matching my Google profile.
11. Main image in WebP under 200 KB with width and height set; nothing autoplays on mobile.
12. Body text 16 px or larger, contrast at least 4.5:1.

The prompt, continued — Copy both parts as one

STEP 2: FIX ONLY WHAT FAILED, IN THIS ORDER

For a "can't check" point, make the change if it is safe to do blind (fonts, words, button, phone link); otherwise tell me what to check first.

1. Headings in my heading font at weight 700 (800 if it has it). Body in my body font, 16 to 18 px, weight 400, line height 1.5. Logo colour on buttons and links only. Text near-black on light backgrounds, off-white on dark. Keep my background unless it is a gradient or purple; then use off-white #FAF8F3. If white text on my logo colour fails 4.5:1, use near-black text on it or darken the colour, and tell me. Remove every gradient, glow, glass panel and sparkle badge.
2. The only H1 follows "SERVICE in CITY. From PRICE." with my facts (for example "Same-week check-ups in Austin. From $45."). One line under it: who it's for and my hours. Page title "SERVICE in CITY | BUSINESS NAME", about 60 characters.
3. Remove the words in point 7. Swap each sales claim for a fact from MY FACTS; if none fits, delete it. Grade 6 reading level, sentences under 20 words.
4. Replace every stock photo of a person with my photo, my name and role under it. Show only my reviews as first name, date, exact quote. Show "RATING stars from COUNT Google reviews" with my numbers, linked to my profile.
5. My phone in the header on every page, linked as tel:[PHONE INTL], tap area at least 44 px, visible on a 390 by 700 phone screen. Under the headline: my address, hours and the rating line.
6. Main image as WebP under 200 KB, at most 1600 px wide, width and height set, fetchpriority="high", never lazy-loaded. Lazy-load every image below the first screen. Replace autoplay video on mobile with a still image.
7. My button text, linking to my link, on the first screen, after the reviews and at the bottom, tap area at least 44 px, in my logo colour. Other call-to-action buttons become text links; leave form, menu and cookie buttons alone. The form asks only name, phone and preferred day and sends to my email. If sending needs a service, say so and name one; never fake a success message.

STEP 3: REPORT

List every change by page section. List anything you could not do or check, and what I should do by hand.

Short on time? Audit only.

The quick audit — One bracket to fill

Audit my website against these 12 points and tell me pass or fail for each, with what you saw. If you cannot see something, say "can't check" rather than guess. 1 Heading font is not Inter, Roboto, Open Sans, Lato or Space Grotesk. 2 One accent colour, no gradients or glow. 3 Headline names the service and city. 4 Price on the first screen. 5 Real photo of the owner or team. 6 Reviews with first names and dates. 7 No seamless, elevate, unlock, cutting-edge, next-level, empower, world-class, state-of-the-art, tailored solutions, your journey. 8 One main button, same words everywhere. 9 Tap-to-call phone in the header. 10 Address and hours on the first screen. 11 Main image under 200 KB in WebP. 12 Body text 16 px or more at 4.5:1 contrast. Site: [URL, or paste the page text].

Toolbox

Tap a name to open it

01	fonts.google.com	fonts
02	imagecolorpicker.com	your accent hex
03	webaim.org contrast checker	contrast
04	hemingwayapp.com	plain words
05	business.google.com	reviews, hours, address
06	pagespeed.web.dev	speed
07	squoosh.app	images
08	cal.com	booking

Send us your site and your score.

DM both to @savage.automates. We'll reply with your #1 fix, free, within one working day.