

The Website Conversion Checklist

40 checks we run against every website we audit

Page 1

First Impression

What the first five seconds tell a visitor.

- ☐ 01 Above the fold, a stranger can tell what you do and who you do it for
- ☐ 02 The main headline states an outcome, not a slogan
- ☐ 03 One clear primary action is visually dominant on the page
- ☐ 04 No carousel or slider occupying the first screen
- ☐ 05 No pop-up interrupting before the visitor has read anything
- ☐ 06 Imagery shows real work or real people, not generic stock
- ☐ 07 The page looks intentional on a 13-inch laptop, not just a large monitor

Offer Clarity

Whether a stranger can tell what you actually sell.

- ☐ 08 Every service has its own page, not one combined list
- ☐ 09 Each service page explains what is included and what is not
- ☐ 10 Pricing, a price range, or an honest reason there isn't one
- ☐ 11 The service area or who you work with is stated plainly
- ☐ 12 Jargon replaced with the words customers actually use
- ☐ 13 The next step after reading is obvious on every page
- ☐ 14 No dead-end pages that finish without an action

Trust Signals

Proof that you are safe to contact.

- ☐ 15 Reviews or testimonials visible without scrolling to the footer
- ☐ 16 Named results or case studies, with real numbers where possible
- ☐ 17 Licences, certifications, insurance or memberships shown
- ☐ 18 A real street address and an ABN in the footer
- ☐ 19 Photographs of the actual team, not stock portraits
- ☐ 20 Guarantees, warranties or a clear complaints path stated
- ☐ 21 Recent activity visible, so the business looks alive

Enquiry Paths

How easy you make it to actually get in touch.

- ☐ 22 Phone number in the header, clickable on mobile
- ☐ 23 More than one way to make contact (call, form, email, chat)
- ☐ 24 Forms ask for the minimum needed to make the first call
- ☐ 25 Form submits to a real inbox someone monitors daily
- ☐ 26 A thank-you page or confirmation message after submitting
- ☐ 27 Response time expectation stated ("we reply within one business day")

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Page 2

- ☐ 28 Enquiries tracked, so you know which page produced them

Mobile Experience

Where most of your traffic already is.

- ☐ 29 Tap targets are big enough to hit without zooming
- ☐ 30 No horizontal scrolling at any common phone width
- ☐ 31 Text readable without pinching (16px body minimum)
- ☐ 32 The sticky header does not eat half the screen
- ☐ 33 Forms usable one-handed, with the right keyboard per field
- ☐ 34 Menus open and close reliably, and the page still scrolls behind them
- ☐ 35 The footer is reachable — you can scroll to the very bottom

Speed & Foundations

The silent conversion killers.

- ☐ 36 Largest Contentful Paint under 2.5 seconds on 4G
- ☐ 37 Images sized and compressed for the web, served as WebP
- ☐ 38 No layout shift as the page loads
- ☐ 39 HTTPS everywhere, with no mixed-content warnings
- ☐ 40 Analytics and conversion tracking installed and verified

SCORED UNDER 30?

That is normal, and every item on this list is fixable.

Book a free strategy session and we will walk your site against it together.