



# Website Conversion Checklist

*Is Your Website Built to Turn Visitors  
Into Leads?*

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## FIRST IMPRESSIONS & TRUST

- My website clearly explains what we do within 5 seconds.
- I use real photos of my work, clinic, team, or results (not just stock images).
- My branding looks professional and consistent (logo, colours, fonts).
- I have visible reviews, testimonials, or social proof.

## Clear Messaging That Speaks to Customers

- My website speaks in customer language, not industry jargon.
- It focuses on outcomes and benefits, not just services or features.
- Visitors instantly know who we work with and who we're best for.
- My copy helps filter out bad-fit enquiries.

## Speed & Mobile Experience

- My website loads in under 3 seconds.
- It looks and works perfectly on mobile **phones and tablets**.
- Buttons are easy to tap and text is easy to read on mobile.
- No broken pages, slow-loading images, or clunky layouts.

## SEO & Visibility

- I have dedicated pages for **each core service**.
- My services and locations are clearly mentioned throughout the site.
- Page titles and headings describe **what I do and where I do it**.
- Images use proper file names and alt text (not "IMG\_1234").

## Calls to Action

- Every main page has a clear next step (Call, Book, Enquire).
- Phone number and contact buttons are easy to find.
- Calls to action are written clearly (no vague "Learn More" only).
- I encourage action without being pushy or salesy.

## Lead Capture & Forms

- Contact forms are short and easy to complete.
- I only ask for information I actually need.
- Forms work properly and enquiries reach the right inbox.
- I use checkboxes or prompts to pre-qualify leads.

## Authority & Education

- I have helpful content that answers common customer questions.
- My website positions me as a trusted expert, not just a provider.
- Blog or educational content supports SEO and builds confidence.

## Your Score

**20–25 checks:** Your website is converting well.

**12–19 checks:** You're leaving leads on the table.

**Under 12 checks:** Your website is likely costing you business.

## Want Help Fixing the Gaps?

If your website looks good but isn't generating consistent enquiries, it's usually a conversion system issue, not a traffic problem. Small improvements in clarity, trust, and structure can dramatically increase results—without increasing ad spend.



**SEO**  
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