



SEO
LEGENDS

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.

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.

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").

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.



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