

Your 10 Point Website Conversion Audit



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	URGENT Action Required (0 points)	Needs Improvement (5 points)	Excellent (10 points)	Your Score
'Above the Fold'	☐ Copy is vague. Answers to the 4 Critical Questions are hard to find or non-existent. ☐ Dominated by large picture / image	Engaging copy but visitors have to scroll or click around to fully understand the answers to the 4 Critical Questions.	Headline & sub-headline with immediate call to action. Clearly answers the 4 Critical Questions: ☐ Who is this for? ☐ What do you do? ☐ Why should I care? ☐ What now?	
Video	☐ No video.	☐ Video is there but not prominent and/or not 'human' and/or out of date, OR doesn't answer 4 Critical Questions.	☐ Engaging, 'human' video positioned prominently ☐ Video answers the 4 Critical Questions.	
Images	☐ Stock images used OR ☐ Few images on site – pages are text heavy, OR ☐ crude or unprofessional or out of date images used.	☐ No/few 'real' images. ☐ No/few images of real customers or staff.	☐ Real images throughout. ☐ No obvious stock photos. ☐ Images obviously support the copy. ☐ Images 'humanise' the business. ☐ Pics demonstrate the 'after' of your target market.	
Main Menu	☐ Navigation cluttered or unclear. ☐ No clear CTA present in menu ☐ No phone number in menu	☐ Logo visible ☐ Navigation contains some non-essential items ☐ Phone number visible but not Tracking no. ☐ Main CTA visible but not in top right of page	☐ Company logo in top left. ☐ Navigation limited to bare essentials ☐ Phone (Tracking) number clearly visible ☐ Main CTA prominent in top right of page	
Personality	☐ No pictures or video of business owner; ☐ Only stock images used on site. ☐ If you changed name & logo at top of page to a competitor rest of content would still be true & make sense – no differentiation. Same as everyone else.	☐ Some real photos amongst stock images; ☐ Page is competent but 'corporate' – giving away the huge advantages of personality & ownership. ☐ 'People buy people' has been forgotten.	☐ Biz owner photo on page; ☐ Video captures essence of business personality; ☐ Real photos of real people are featured throughout; ☐ Business has 'soul'.	
Call to Action	☐ Only 1 call to action on the page. ☐ Visitor is left wondering what to do next...	☐ At least 2 clear and specific calls to action, one above and one below the fold.	☐ Consistent primary & secondary calls to action that are repeated at least 3 times on the page. ☐ CTA copy is clear and compelling.	
Body	☐ Disjointed body copy. ☐ Little flow. ☐ Lots more 'we' than 'you'	☐ Text, images and video explain the features but they are not clearly connected to specific customer benefits ☐ More 'we' than 'you'	☐ Text, images & video clearly expand on HOW the product/service works, WHO will benefit and WHAT the visitor needs to do next. ☐ Clear visual breaks between sections. ☐ Compelling copy – all customer centric . ☐ Lots more 'you' than 'we' (3:1)	
Trust	☐ No testimonials. ☐ No links from independent review site/s ☐ No customer logos. ☐ No award logos.	☐ Logos and testimonials are visible but poorly presented.	☐ Logos from existing customers feature prominently; ☐ Customer stories told with headlines and names; ☐ Feed from independent review sites show latest reviews ☐ Award winning/finalist logos on page	
Footer	☐ Footer is lacking essential elements OR ☐ Footer is missing entirely from the page.	☐ Includes most of elements in 'Excellent' column but layout is cluttered or unclear.	Clearly laid out and includes: ☐ Expanded Navigation ☐ Physical address ☐ Links to Contact Us ☐ Link to Privacy Policy ☐ Link to Terms of Service ☐ Has 'Resource Directory' for flagship content	
Tracking	☐ No Analytics and no Tracking Number	☐ Analytics but no Tracking Number	☐ Unique Tracking Number used ☐ Google Analytics installed properly	