Website Conversion Audit

Find leaks in your funnel

FIRST IMPRESSION

- [ ] **1.** Can a stranger tell what you sell in 5 seconds?
- [ ] **2.** Headline states benefit, not just company name
- [ ] **3.** Primary CTA visible without scrolling
- [ ] **4.** No autoplaying sounds or annoying popups
- [ ] **5.** Design looks trustworthy (no stock-photo overload)

TRUST

- [ ] **6.** Real testimonials with names and photos
- [ ] **7.** Case studies or portfolio with numbers
- [ ] **8.** Guarantees or refund policy stated
- [ ] **9.** Security badges near payment forms
- [ ] **10.** Social proof: client logos, review counts

FRICTION

- [ ] **11.** Checkout or contact form under 5 fields
- [ ] **12.** Phone number clickable on mobile
- [ ] **13.** Prices or price ranges visible (hidden prices kill trust)
- [ ] **14.** No forced account creation before purchase
- [ ] **15.** Every dead-end page leads somewhere next

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