

THE WEBSITE CONVERSION CHECKLIST

36 things your website needs to turn visitors into leads

THE WEBSITE CONVERSION CHECKLIST

**Check off what you have. Every unchecked box is a missed conversion.*

01 First Impression

02 Trust Signals

03 Lead Capture

04 Mobile Experience

05 Page Clarity

06 Content & SEO

First Impression:

The 5 seconds that decide everything

- **You have 5 seconds:** Research shows visitors form a judgment about your website in under 5 seconds. If your headline doesn't immediately communicate what you do and who it's for, they leave before they've read a single word.
- **Clarity beats creativity:** A clever tagline that makes people think is a conversion killer. The most effective homepage headlines are specific and plain, they say exactly what the business does and exactly who it helps.
- **The CTA is a promise:** Your call-to-action button is not a design element. It's the first commitment you're asking a visitor to make. Vague CTAs like "learn more" signal uncertainty. Specific CTAs like "get a free audit" signal value.

01

SECTION

First Impression:

The five seconds that decide whether a visitor stays

- Your headline clearly explains what you do in 10 words or fewer
- A visitor can understand your offer within 5 seconds of landing
- There is a clear CTA button visible without scrolling
- Your CTA is specific
- Your headline speaks to a problem or outcome, not just your company name
- Your logo and business name are visible in the top left

Trust Signals:

Proof that real people chose you

- **People trust people:** 89% of consumers read reviews before making a purchase. A testimonial with a full name and company carries 10x the credibility of a generic quote. Initials and anonymous feedback do more harm than good.
- **Logos do the work silently:** Client logos on your website work as passive social proof. They tell a visitor: real organizations you might recognize trusted this company. You don't need to say anything, the logos say it for you.
- **Stock photos break trust:** When visitors see stock imagery, they know it's stock imagery. It signals that the business doesn't have enough confidence to show its real team. A real headshot (even an imperfect one) converts better than a polished stranger.
- **Contact info signals legitimacy:** A phone number and email address visible without hunting tells visitors you are a real business that can be held accountable. Hiding contact information is one of the most common and most damaging trust mistakes.

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SECTION

Trust Signals:

Proof that real humans, real clients and real results stand behind your work

- You have at least 3 client testimonials with full names (not just initials)
- You display logos of recognizable clients or partners
- You show awards, certifications or media mentions if you have them
- Your Google review rating is visible or linked
- You have a professional headshot or team photo (not stock imagery)
- Your contact information is easy to find (phone, email or both)

Lead Capture:

The path from interested visitor to inbox-ready lead

- **Less fields equals more leads:** Every additional field in a form reduces conversion. A form that asks for name, email and one qualifying question will consistently outperform a form that asks for company, phone, budget, timeline and project type. Remove every field you don't urgently need.
- **The incentive matters more than the form:** People don't fill out forms to be helpful. They fill them out because they want something. A free audit, a free call, a free checklist, the offer is what converts, not the design of the form. If your form has no clear incentive, it will underperform regardless of placement.
- **One CTA is not enough:** Visitors who are interested but not ready will scroll past your hero CTA. A secondary offer deeper on the page (a resource download, a case study, a newsletter sign-up) captures the people who needed more time to trust you first.

03

SECTION

Lead Capture:

Proof that real humans, real clients and real results stand behind your work

- You have at least one form on the homepage or a clearly linked contact page
- Your form asks for the minimum needed (name, email, one question)
- There is a clear incentive to fill out the form (free audit, call, resource)
- Your form confirms submission with a thank-you message or page
- You have a secondary CTA deeper on the page for visitors who scroll
- You offer something of value (checklist, guide, audit) for an email

Mobile Experience:

More than half your traffic is on a phone

- **Speed is a conversion variable:** A one-second delay in mobile page load increases bounce rate by 123%. Most visitors will not wait for a slow site, they'll close the tab and find a competitor whose page loads faster. Speed is not a technical detail. It is a revenue variable.
- **Thumb-friendly isn't optional:** The average thumb covers about 44px on a screen. Buttons, form fields and navigation items smaller than that will cause misclicks, frustration and drop-offs. Designing for desktop first and then "making it work on mobile" is backwards, most of your traffic arrived on a phone.
- **Mobile forms fail silently:** One of the most common and most invisible conversion killers is a contact form that looks fine on desktop but fails to submit correctly on mobile. This means leads are being lost with no error message and no notification. Test your forms on a phone every month.

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SECTION

Mobile Experience:

More than half your traffic is on a phone. It should feel that way

- Your site loads in under 3 seconds on mobile
- All buttons are large enough to tap with a thumb (minimum 44px)
- Text is readable without zooming (minimum 16px body font)
- Images scale correctly on a phone screen, nothing is cut off
- Your navigation menu works cleanly on mobile
- Your contact form works and submits correctly on mobile

Page Clarity:

Each page does one job

- **One page, one purpose:** When a page tries to do multiple things, it ends up doing none of them well. A homepage that promotes services, shares a blog, pushes a newsletter and promotes a webinar sends no clear signal to the visitor about what to do next. Every page should have one primary goal and one primary CTA that matches it.
- **Navigation is a conversion too:** A navigation menu with 8 items is not helpful — it's a decision paralysis machine. Every item you add splits the visitor's attention. Five items or fewer keeps the most important paths clear and makes it easier for someone to find what they came for.
- **2 clicks to contact:** From your homepage, a visitor should be able to reach a way to contact you within 2 clicks. If they have to explore to find a phone number or a form, most won't bother. The easier the path to contact, the higher the conversion rate — regardless of everything else on the page.

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SECTION

Page Clarity:

Each page does one job. No dead ends, no second-guessing

- Every page has one clear purpose and one primary CTA
- Your services page clearly explains what each service includes
- Your about page explains who you are and why it matters to the customer
- There are no broken links or 404 errors on your main pages
- Your navigation has 5 items or fewer, it is not overwhelming
- There is a clear path from homepage to contact in 2 clicks or fewer

Content & SEO Basics:

The hygiene that decides whether anyone finds you

- **Page titles are your first impression on Google:** The page title is the first thing a potential visitor reads before they ever reach your website, it appears in the search result. A page titled "Home" tells Google and the searcher nothing. A page titled "Brand strategy and web design for small businesses | Big Red Jelly" tells them exactly what they'll find.
- **Google Business Profile is local SEO:** 80% of US consumers search for local businesses online weekly. Your Google Business Profile is often the first thing they see, before your website. A complete, active profile with photos, reviews and up-to-date hours drives more local traffic than almost any other single action.
- **Alt text serves two purposes:** Alt text on images makes your site accessible to visually impaired users and readable by search engines. Missing alt text is one of the most commonly overlooked technical SEO issues on small business sites, and one of the easiest to fix.

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Content & SEO Basics:

The hygiene that decides whether anyone finds you in the first place

- Every page has a unique, descriptive page title (not just "Home")
- Your homepage has a meta description that summarizes your offer
- You have at least one blog post or resource that demonstrates your expertise
- Your images have alt text describing what they show
- You have a Google Business Profile that is complete and active
- Your NAP and hours are consistent across your website and Google

HOW DID YOU SCORE?

YOUR SCORE

/ 36

30-36

Your site is built to convert. Focus on traffic and content.

18-29

Strong foundation. Prioritize unchecked boxes in sections 1 and 3 first.

< 18

Your site may be losing leads daily. Start with first impression and trust.

**Want help fixing
what's on your list?**

Get a free website audit from the Big Red Jelly team. We'll walk through every unchecked box with you.

> bigredjelly.com



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