Website Conversion Audit Checklist

A Comprehensive Guide by Optymizer

33-Point Website Conversion Audit Checklist

Mobile-First Audit for Local Service Businesses

Why This Checklist Matters

78% of local searches happen on mobile devices.

If your website isn't optimized for mobile and conversion, you're losing 3 out of 4 potential customers.

The Brutal Truth:

• Average website conversion rate: 2-3%

• Optimized local service website: 8-15%

• **Difference:** A 2% site gets 20 customers from 1,000 visitors. A 12% site gets 120 customers. Same traffic, 6x more revenue.

This checklist will help you identify exactly what's costing you customers right now.

How to Use This Checklist

Step 1: Test Your Website on Mobile

• Grab your smartphone (iPhone or Android)

• Visit your website as if you were a customer

• Try to contact you or request a quote

• Be honest about the experience

Step 2: Check Off Each Item

• ■ = Not implemented or failing

- ■ = Working correctly

- Be brutally honest - no credit for "sort of"

Step 3: Calculate Your Score

- Add up your checkmarks

- See scoring rubric at end

- Prioritize fixes based on impact

Step 4: Fix the Biggest Gaps First

- Section 1 (Mobile) is most critical - 78% of traffic

- Section 2 (Above Fold) determines first impression

- Section 3 (Conversion) directly impacts revenue

Section 1: Mobile Experience (12 Points)

Mobile traffic is your primary traffic. Optimize here first.

Speed & Performance

■ **Site loads in under 3 seconds on mobile (4G)**

- Test with: Google PageSpeed Insights or WebPageTest.org

- Target: 90+ mobile score

- Why it matters: 53% of users abandon sites that take 3+ seconds

- **How to fix:**

- Compress images (use TinyPNG, aim for under 200KB each)

- Enable lazy loading for images below fold

- Minimize CSS/JavaScript

- Use a CDN (Cloudflare free tier works)

- Enable browser caching

- Date tested: _____

■ **Images load quickly and don't cause layout shift**

• No "content jumping" as page loads

• Images have width/height attributes

• Use WebP format for faster loading

• **How to fix:**

• Add explicit dimensions to all images

• Use aspect ratio CSS

• Lazy load images below fold

• Compress to 80-85% quality (visually identical, 50% smaller)

• Date tested: _____

Readability & Touch Targets

■ **Text is readable without zooming (16px minimum font size)**

• Body text should be 16-18px on mobile

• Headings: 24-32px

• No tiny disclaimers or fine print

• **How to fix:**

• Set base font size to 16px in CSS

• Use relative units (rem, em) not fixed pixels

• Test on real devices (iPhone SE, Android)

• Date tested: _____

■ **All tap targets are at least 48x48px (Apple/Google standard)**

• Buttons, links, form fields must be easy to tap

• Adequate spacing between clickable elements (8px minimum)

• No accidentally clicking wrong link

• **How to fix:**

• Make buttons full-width on mobile

• Add padding to links (min 48px height)

• Space out menu items

• Test with your thumb on real device

• Date tested: _____

Navigation & Layout

■ **Mobile-friendly navigation (hamburger menu or simplified)**

• Top nav collapses to hamburger icon

• Menu is accessible and easy to use

• No horizontal scrolling

• **How to fix:**

• Implement hamburger menu for 6+ nav items

• Use mobile-first framework (Tailwind, Bootstrap)

• Test menu opens/closes smoothly

• Date tested: _____

■ **No horizontal scrolling or content cutoff**

• All content fits within viewport

• Forms don't get cut off

• Images scale to screen size

• **How to fix:**

• Use max-width: 100% on all images

• Set viewport meta tag correctly

• Test on small screens (320px wide)

• Date tested: _____

■ **Forms work perfectly on mobile (proper input types)**

• Email fields trigger email keyboard

• Phone fields trigger number pad

• All fields are easy to fill out

• **How to fix:**

• Use input type="tel" for phone numbers

- Use input type="email" for email

- Make fields full-width on mobile

- Use large labels and placeholders

- Date tested: _____

Contact & Location

■ **Click-to-call button is prominent and works**

- Phone number uses tel: link

- Button is above the fold on mobile

- Stands out visually (different color)

- **How to fix:**

■ Call Now: (512) 814-8211

- Make button sticky (follows scroll)

- Test call functionality on real device

- Date tested: _____

■ **Contact information in header or footer (easily accessible)**

- Phone number visible on every page

- Address and hours accessible

- Email or contact form linked

- **How to fix:**

- Add phone to sticky header

- Include NAP in footer

- Link to contact page in main nav

- Date tested: _____

■ **Google Maps is embedded and functional**

- Interactive map on contact page

- Shows your exact location

- "Get Directions" link works

• **How to fix:**

width="100%" height="400" style="border:0;"

loading="lazy">

• Test on mobile that map is interactive

• Date tested: _____

Technical Mobile Optimization

■ **Mobile viewport meta tag is present and correct**

• Tells browser to scale for mobile

• Essential for responsive design

• **How to fix:**

• Add to section

• Verify with View Source

• Date tested: _____

■ **No intrusive pop-ups or interstitials on mobile**

• Google penalizes intrusive mobile pop-ups

• Exit-intent pop-ups are OK

• Small banner notifications are OK

• **How to fix:**

• Remove full-screen pop-ups on mobile

• Use small top banner instead

• Delay pop-ups until user has engaged (30+ seconds)

• Date tested: _____

Section 2: Above-the-Fold (10 Points)

You have 5-8 seconds to convince visitors to stay. Above-the-fold makes or breaks this.

Value Proposition

■ **Clear value proposition passes 5-second test**

• Visitor can tell what you do in 5 seconds

• Clear headline describing main service

• Not generic ("Welcome to our website")

• **Good examples:**

• "Austin's 24/7 Emergency Plumbing Service"

• "Get Your Roof Repaired Today - Free Estimates"

• "Family Dentistry - Accepting New Patients"

• **Bad examples:**

• "Welcome to ABC Company"

• "Your trusted partner"

• "Quality service since 1995"

• Date tested: _____

■ **Headline specifically mentions your service + location**

• Include city name or service area

• Mention primary service

• Use specific language, not vague terms

• **Formula:** [Specific Service] in [City/Area] | [Key Benefit]

• Examples:

• "Emergency Plumber in Austin | 30-Minute Response Time"

• "Roofing Contractor Serving Dallas-Fort Worth | Free Inspections"

• Date tested: _____

Primary Call-to-Action

■ **Primary CTA button is visible immediately (no scrolling)**

• Above the fold on desktop AND mobile

• Contrasting color (stands out)

- Clear action text ("Call Now", "Get Free Quote")

- **How to fix:**

- Place CTA in hero section

- Use high-contrast color (orange, green, red)

- Make button large (200-300px wide, 50-60px tall)

- Repeat CTA every screen-length on page

- Date tested: _____

■ **CTA text is action-oriented and specific**

- BAD: "Learn More", "Click Here", "Submit"

- GOOD: "Call Now", "Get Free Quote", "Schedule Repair", "Book Appointment"

- Creates urgency and clarity

- **Best CTAs by industry:**

- Plumbing: "Call for Emergency Service"

- Roofing: "Get Free Inspection"

- Dental: "Book Your Appointment"

- Legal: "Free Case Review"

- HVAC: "Schedule Tune-Up"

- Date tested: _____

Trust Signals

■ **Trust signals visible immediately (reviews, credentials, years)**

- Google review count and star rating

- "Serving [City] since [Year]"

- Certifications or awards

- BBB rating or industry memberships

- **How to fix:**

- Add Google review widget to homepage

- Display: "A+ BBB Rating | 500+ Five-Star Reviews"

- Show certification badges

• Include "Locally owned since [year]"

• Date tested: _____

■ **Service areas are mentioned above the fold**

• List 3-5 cities you serve

• Or "Serving the [Region] area"

• Helps visitors confirm you serve them

• **Examples:**

• "Proudly serving Austin, Round Rock, Cedar Park & Georgetown"

• "Serving all of Orange County"

• Date tested: _____

Visual Content

■ **Professional hero image or video (not generic stock photo)**

• Shows YOUR business, team, or work

• Not generic stock photos (smiling call center lady)

• Real photos build trust

• **What works:**

• Your actual team or office

• Real customer project (before/after)

• You in branded truck/uniform

• Authentic workplace photos

• **What doesn't work:**

• Stock photos of models

• Generic handshakes

• Fake customer testimonials

• Date tested: _____

■ **Hero section loads fast (no delay or blank space)**

• Image optimized (under 300KB)

- No waiting for hero to load

- Fallback color while loading

- **How to fix:**

- Compress hero image to 200-300KB

- Use WebP format

- Add background color that matches image

- Preload hero image in HTML

- Date tested: _____

Contact Accessibility

■ **Phone number is clickable on mobile (tel: link)**

- Already mentioned but worth double-checking

- Single tap to call (no copy/paste)

- **Test:** Tap phone number on your phone - does it prompt to call?

- Date tested: _____

■ **Clear navigation menu (not overwhelming)**

- 5-7 main menu items maximum

- Logical order (Services, Areas, About, Contact)

- Drop-downs are easy to use on mobile

- **How to fix:**

- Simplify navigation

- Group services into categories

- Use descriptive labels ("Emergency Service" not "Services")

- Date tested: _____

Section 3: Conversion Elements (11 Points)

These elements turn visitors into leads and customers.

Forms & Contact Methods

■ **Contact form on every page (or persistent footer form)**

• Users shouldn't have to search for contact form

• Footer form OR form on every service page

• Simple fields (Name, Phone, Email, Message)

• **How to fix:**

• Add form to footer (appears on all pages)

• Or add form widget to every service page

• Keep form to 4 fields maximum

• Date tested: _____

■ **Multiple ways to contact (phone, form, chat, text)**

• Phone number (tel: link)

• Contact form

• Optional: Live chat widget

• Optional: SMS/text option

• **Research shows:** 5+ contact methods = 3x higher conversion

• Different people prefer different methods

• Date tested: _____

■ **Form fields are minimal (name, phone, email only)**

• Every additional field reduces conversion 5-10%

• Avoid: Drop-downs, checkboxes, long text areas

• Required fields: Name, Phone (or email)

• Optional: Message/details

• **How to fix:**

• Remove unnecessary fields

• Mark required fields clearly

• Use autofill attributes

• Date tested: _____

Social Proof

■ **Customer reviews/testimonials prominently displayed**

• Minimum 3-5 reviews on homepage

• Include customer name and location

• Star ratings visually displayed

• Photos add 2x credibility

• **How to fix:**

• Embed Google reviews widget

• Create testimonial section with quotes

• Add customer photos (with permission)

• Include video testimonials if available

• Date tested: _____

■ **Before/after photos or case studies visible**

• Show proof of your work

• Visual results are compelling

• Include descriptions/context

• **Best for:** Contractors, dentists, landscapers, detailers

• **How to present:**

• Before/After slider widget

• Gallery of completed projects

• Case study page with details

• Date tested: _____

■ **Real team photos (not stock photos)**

• Shows you're a real local business

• Builds personal connection

• Include names and roles

- **Examples:**

- "Meet our team" section

- Owner/manager headshot with bio

- Team photo in front of business

- Date tested: _____

Value Propositions & Guarantees

■ **Service guarantees or warranties mentioned**

- "100% Satisfaction Guaranteed"

- "Lifetime Warranty on Installations"

- "If you're not happy, we'll make it right"

- Reduces risk, increases conversions

- **How to display:**

- Badge/icon in header

- Callout box on service pages

- Detailed guarantee page

- Date tested: _____

■ **Pricing transparency or "Get Free Quote" CTAs**

- Ballpark pricing ranges (if possible)

- Or clear "Free Quote" buttons

- Removes uncertainty

- **Examples:**

- "Most repairs: $200-$500"

- "Free estimates on all roofing projects"

- "Upfront flat-rate pricing"

- Customers hate surprises - being upfront helps

- Date tested: _____

■ **Urgency elements (limited availability, seasonal offers)**

- Not fake scarcity - real urgency

- Examples:

- "Only 3 slots left this week"

- "Spring special ends March 31"

- "Book within 48 hours for 10% off"

- **Caution:** Don't use fake countdown timers or dishonest tactics

- Date tested: _____

User Experience

■ **FAQ section addresses common objections**

- Answer top 10-15 customer questions

- Include pricing questions

- Address concerns ("Are you licensed?", "Do you warranty your work?")

- **How to structure:**

- Use accordion format (collapsible)

- Question as H3 heading

- Clear, honest answers

- Date tested: _____

■ **Clear next steps (what happens after they contact you)**

- Don't leave customers wondering

- Explain your process

- **Example:**

1. Call us or fill out form

2. We'll call you within 1 hour

3. Schedule convenient appointment time

4. Get free estimate

5. We complete the work

6. 100% satisfaction guarantee

- Date tested: _____

Bonus Checks: Advanced Optimization

Technical SEO & Performance

■ **SSL certificate (HTTPS, not HTTP)**

• Google requires HTTPS for security

• Visitors see "Not Secure" warning without it

• Free via Let's Encrypt or Cloudflare

• Date tested: _____

■ **Schema markup (structured data for local business)**

• Helps Google understand your business

• Shows star ratings in search results

• Include: NAP, hours, services, reviews

• Test: Google Rich Results Test

• Date tested: _____

■ **Google Analytics and conversion tracking installed**

• Track where traffic comes from

• Monitor form submissions

• Track phone calls (use CallRail or similar)

• Date tested: _____

Specific Landing Pages

■ **Service-specific landing pages (not just homepage)**

• Separate page for each major service

• Optimized for specific search terms

• "Austin Water Heater Repair" not "Plumbing Services"

• Date tested: _____

■ **Location-specific landing pages**

• Page for each city/neighborhood you serve

• Local content and keywords

• Google loves geographic specificity

• Date tested: _____

Scoring Your Website

Add up your checkmarks from all three sections:

Section 1: Mobile Experience (12 points)

Your score: _ / 12

Section 2: Above-the-Fold (10 points)

Your score: _ / 10

Section 3: Conversion Elements (11 points)

Your score: _ / 11

TOTAL SCORE: _ / 33

What Your Score Means

0-10 Points: Critical - Immediate Redesign Needed

Reality: Your website is actively costing you customers every single day.

Impact: You're likely losing 80-90% of visitors immediately. If you're spending money on Google Ads or SEO, you're wasting it.

Action Plan:

1. **Week 1:** Fix mobile issues (Section 1) - this is 78% of your traffic

2. **Week 2:** Improve above-fold (Section 2) - first impressions matter

3. **Week 3-4:** Add conversion elements (Section 3)

4. **Consider:** Hiring a professional (ROI will be immediate)

Estimated Impact: Fixing these issues could increase leads 5-10x

11-20 Points: Poor - Significant Improvements Needed

Reality: You have a website, but it's not working hard for you.

Impact: You're probably converting 2-4% of visitors. With optimization, you could be at 10-15%.

Action Plan:

1. Focus on items you scored 0 on (biggest gaps)

2. Prioritize mobile optimization

3. Improve your CTAs and contact options

4. Add social proof and trust signals

Estimated Impact: Could double or triple conversion rate (2x-3x more leads)

21-27 Points: Good - Competitive But Room for Improvement

Reality: Your website is functional and competitive in your market.

Impact: You're likely converting 6-10% of visitors. Some tweaks could push you to 12-15%.

Action Plan:

1. Fine-tune the elements you're missing

2. A/B test different CTAs

3. Add more social proof

4. Optimize page speed further

Estimated Impact: 30-50% increase in conversions with fine-tuning

28-33 Points: Excellent - Best-in-Class Website

Reality: Your website is in the top 5% of local service websites.

Impact: You're converting 10-15%+ of visitors. Well done!

Action Plan:

1. Maintain what's working

2. Test advanced optimizations (A/B testing, personalization)

3. Focus on driving more traffic (SEO, PPC)

4. Document your process to replicate success

Estimated Impact: Focus on traffic, not conversion (you've optimized well)

Priority Fix Order (Start Here)

Based on impact analysis, fix in this order:

Priority 1: Mobile Experience (Do This Week)

• [ ] Site speed under 3 seconds

• [ ] Click-to-call button prominent

• [ ] Readable text (16px+)

• [ ] Form works on mobile

Why First: 78% of traffic is mobile. If mobile sucks, you lose 8 out of 10 visitors.

Priority 2: Above-the-Fold CTA (Do This Week)

• [ ] Clear value proposition

• [ ] Prominent CTA button

• [ ] Phone number clickable

• [ ] Trust signals visible

Why Second: You have 5 seconds to convince them to stay. Make it count.

Priority 3: Social Proof (Do Next Week)

• [ ] Add Google reviews widget

• [ ] Display star rating

- [ ] Add 5+ testimonials

- [ ] Before/after photos

Why Third: Social proof increases conversions 30-50%. It's the easiest high-impact addition.

Priority 4: Multiple Contact Methods (Do Next Week)

- [ ] Phone (tel: link)

- [ ] Contact form on every page

- [ ] Optional: Live chat

- [ ] Optional: SMS/text

Why Fourth: Different people prefer different contact methods. 5+ methods = 3x conversion.

Priority 5: Trust & Urgency Elements (Do Month 2)

- [ ] Service guarantees

- [ ] Certifications/credentials

- [ ] FAQ section

- [ ] Clear next steps

Why Fifth: These fine-tune an already-functional site. Do them after covering basics.

DIY vs Hire a Professional

DIY Website Fixes (You Can Handle)

- ✓ Adding click-to-call links

- ✓ Updating copy and CTAs

- ✓ Adding testimonials and reviews

- ✓ Compressing images

- ✓ Adding contact information

Time Investment: 10-20 hours over 2-4 weeks

Tools You'll Need:

• Free: Canva (graphics), TinyPNG (image compression), Google PageSpeed Insights

• Website editor access (WordPress, Wix, Squarespace, etc.)

Hire a Professional For

• ✗ Complete redesign (score under 15)

• ✗ Custom landing pages

• ✗ Advanced mobile optimization

• ✗ Speed optimization (technical)

• ✗ Conversion rate optimization (A/B testing)

Investment: $3,000-$8,000 for professional redesign

ROI: If you're getting 50 visitors/month, improving conversion from 2% to 12% = 5x more customers

Math:

• Current: 50 visitors × 2% = 1 customer

• Optimized: 50 visitors × 12% = 6 customers

• Increase: +5 customers/month

• At $500 avg job = +$2,500/month revenue = $30,000/year

• **ROI: 5-10x in first year**

Conversion Optimization Checklist

After fixing the 33 core items, move to advanced optimization:

Advanced Mobile Optimizations

• [ ] AMP pages for ultra-fast mobile

• [ ] Progressive Web App features

• [ ] One-tap payment options

• [ ] Mobile-specific CTAs

Personalization

- [ ] Dynamic content based on location

- [ ] Returning visitor recognition

- [ ] Service-specific landing pages

- [ ] Time-of-day messaging

Conversion Boosters

- [ ] Exit-intent pop-ups (desktop)

- [ ] Chat bot for after-hours

- [ ] Video testimonials

- [ ] Interactive quote calculator

Analytics & Testing

- [ ] Heat mapping (Hotjar, Crazy Egg)

- [ ] A/B testing CTAs

- [ ] Conversion funnel analysis

- [ ] User session recordings

Tools for DIY Optimization

Free Tools

- **Google PageSpeed Insights** - Speed testing

- **Google Mobile-Friendly Test** - Mobile optimization check

- **GTmetrix** - Detailed performance analysis

- **TinyPNG** - Image compression

- **Canva** - Graphics and design

- **Google Analytics** - Traffic and conversion tracking

Paid Tools (Worth It)

• **Hotjar ($39/mo)** - Heatmaps and user recordings

• **Unbounce ($90/mo)** - Landing page builder with A/B testing

• **Leadpages ($49/mo)** - Simple landing page builder

• **CallRail ($45/mo)** - Call tracking and analytics

• **Crazy Egg ($29/mo)** - Heatmaps and scroll maps

Common Conversion Killers

Avoid these mistakes that destroy conversion rates:

1. Slow Load Time

• Every 1 second delay = 7% fewer conversions

• 3+ seconds = 53% of users leave

2. Generic Stock Photos

• Visitors can tell

• Reduces trust by 30%

• Use real photos of your team/work

3. Too Many Form Fields

• Each additional field = -5-10% conversion

• Keep to 3-4 fields maximum

4. Unclear Value Proposition

• Visitors leave in 5 seconds if confused

• Be specific: "24/7 Emergency Plumber" not "Quality Service Provider"

5. No Social Proof

• No reviews = 50% fewer conversions

- People trust other customers more than your marketing

6. Poor Mobile Experience

- 78% of traffic is mobile

- Bad mobile experience = lost 8/10 customers

7. Hidden Contact Information

- Visitors shouldn't have to hunt for your phone number

- Put it in header, footer, and above the fold

8. No Clear CTA

- Don't make visitors guess what to do next

- Big, obvious "Call Now" or "Get Free Quote" buttons

Case Study: Real Conversion Improvements

Austin Plumbing Company (Anonymous)

Before Optimization:

- Mobile score: 35/100

- Conversion rate: 2.1%

- Monthly visitors: 450

- Monthly leads: 9

- Revenue: ~$7,000/month from website

After Optimization:

- Mobile score: 92/100

- Conversion rate: 11.3%

- Monthly visitors: 450 (same traffic)

- Monthly leads: 51

- Revenue: ~$40,000/month from website

Changes Made:

1. Redesigned for mobile-first

2. Added prominent click-to-call button

3. Simplified contact form (9 fields → 3 fields)

4. Added Google reviews widget (showed 87 five-star reviews)

5. Improved page load time from 7.2s to 2.1s

6. Created service-specific landing pages

Investment: $5,500 website redesign

ROI: +$33,000/month revenue = 6x return in first month

Next Steps: Your Action Plan

This Week (Priority 1 Items)

• [ ] Test your site on mobile (do it now!)

• [ ] Check page speed (Google PageSpeed Insights)

• [ ] Add/fix click-to-call button

• [ ] Verify forms work on mobile

• [ ] Make text readable (16px minimum)

Next Week (Priority 2-3 Items)

• [ ] Add clear value proposition to homepage

• [ ] Improve primary CTA button

• [ ] Add Google reviews widget

• [ ] Add 5+ customer testimonials

• [ ] Upload before/after photos

Month 2 (Priority 4-5 Items)

• [ ] Create FAQ section

- [ ] Add service guarantees

- [ ] Display certifications

- [ ] Create service-specific landing pages

- [ ] Add conversion tracking

Month 3 (Advanced Optimization)
- [ ] A/B test different CTAs

- [ ] Implement heat mapping

- [ ] Create location-specific pages

- [ ] Set up call tracking

- [ ] Monitor and optimize monthly

Need Professional Help?

Optymizer specializes in conversion-optimized websites for local service businesses.

What We Do:

✓ Mobile-first design (optimized for 78% of traffic)

✓ Conversion-focused layouts (10-15% conversion rate)

✓ Service-specific landing pages (rank on Google)

✓ Speed optimization (under 3 seconds load time)

✓ Ongoing A/B testing and optimization

Our Results:

• Average conversion rate: 11.3%

• Average speed score: 90+/100

• 500+ local businesses served since 2008

• Specialization in service-based businesses

Pricing:

• Simple website (5-10 pages): $3,500-$5,500

- Custom design (10-20 pages): $6,000-$10,000

- Landing pages: $1,500-$2,500 each

- Conversion audit + recommendations: $500 (credited toward redesign)

Free Website Conversion Audit

We'll analyze your website and provide:

- Your conversion rate score (0-33)

- Top 5 issues costing you customers

- Projected revenue increase with fixes

- Custom action plan with priorities

- No-obligation quote for professional optimization

What you'll get:

- 15-minute screen share walkthrough

- Written report with screenshots

- ROI projections

- Recommended fix timeline

■ **Schedule Your Free Audit:** https://optymizer.com/website-audit

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Helping local service businesses convert more visitors into customers since 2008.