



Quick Conversion Checklist:

Potential problem	Present?
Are newsletters or blog links (accept header of footer) distracting sales options?	
Unclear call to action?	
Unclear value proposition?	
Does the sales funnel and homepage have distracting elements and links?	
Does the site load slower than 2 seconds? (use gtmatrix.com)?	
Does social media buttons distract primary action buttons?	
Lacking testimonials on homepage?	
Does lack of trust symbols and evidence reduce credibility?	
Does the menu(s) on top have more than 8 items?	
Is the site unresponsive to mobile screens? (use responsivedesignchecker.com)	
Total number of Yes (Areas you can improve)	

Suggestions for improvement:

To address the above issues the following could be done: