Website Conversion Checklist

Website: _____   Date of analysis: _____

Potential problem	Present?
Newsletter or blog distracting sales options?	
No clear call to action which could make it harder for visitors to act?	
No clear value proposition could make it hard to differentiate?	
Unclear sales funnel with distracting elements and links?	
Does the site load slower than 2 seconds? (use gtmetrix.com)?	
Does social media buttons could distract primary action buttons?	
Does lack of testimonials could reduce credibility?	
Does lack of trust symbols and evidence could reduce credibility?	
Is there an unclear or complicated menu structure?	
Does the site adjust to mobile screen? (use responsivedesignchecker.com)	
Total number of Yes (Areas you can improve)	

Key areas of improvement:

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