

THE ULTIMATE 44-POINT WEBSITE CONVERSION CHECKLIST

Double Your Website Leads in 7 just Days!



KNOW YOUR GOALS

- Determine primary and secondary goals
- What action do you want visitors to take?
- Contrasting coloured button for primary goal
- Segment audience/s for better results
- Clear visitor path

BUILD TRUST & AUTHORITY

- Testimonials / Reviews
- Case studies / Success Stories
- Partnerships or featured in (logos)
- 100% Money-Back Guarantee
- Blog, articles or learning centre
- Professional photos (not stock photography)
- Intro/explainer video from you personally

BEAUTIFUL BRANDING

- Professional logo
- Strong brand messaging
- Great-looking design aesthetics
- Tell your story including your big WHY
- Build your personal brand into your business

BE COMPELLING

- Clear and unique value proposition
- Benefit driven sales copy
- Strong headlines and clear calls to action (CTA)
- Talk about how you solve prospect's pains

BE IRRESISTIBLE

- Create irresistible 'lead magnet'
- Offer incredible value free in exchange for email
- Surprise them with something special after opt-in
- Keep it quick and easy to consume

BE CONTACTABLE

- Big phone number top right
- Social media icons
- Easy to find contact details
- Short forms
- Clear calls to action (CTA)
- Live Chat installed

BE SEARCH FRIENDLY

- Proper inclusion and use of keywords
- Title tags, meta descriptions, H1, H2 headings
- Image Alt tags
- Geographic location data
- Mobile optimised site

LEAD CAPTURE POINTS

- Hello Bar
- Compelling newsletter opt-in
- Lead Magnet
- Blog opt-ins
- Free quote request or consultation
- Popup lightbox
- Exit popup offer on leaving
- Contact form

PRO TIP: Optimise your website for conversions and setup your automated sales and nurturing funnels BEFORE you spend money driving traffic to it. There's no point filling a leaky bucket!

YOUR HOME PAGE

