

Your 10 Point Website Conversion Audit

	URGENT Action Required (0 points)	Needs Improvement (5 points)	Excellent (10 points)	Your Score
'Above the Fold'	<input type="checkbox"/> Copy is vague. Answers to the 4 Critical Questions are hard to find or non-existent. <input type="checkbox"/> Dominated by large picture / image	Engaging copy but visitors have to scroll or click around to fully understand the answers to the 4 Critical Questions.	Headline & sub-headline with immediate call to action. Clearly answers the 4 Critical Questions: <input type="checkbox"/> Who is this for? <input type="checkbox"/> What do you do? <input type="checkbox"/> Why should I care? <input type="checkbox"/> What now?	
Video	<input type="checkbox"/> No video.	<input type="checkbox"/> Video is there but not prominent and/or not 'human' and/or out of date, OR doesn't answer 4 Critical Questions.	<input type="checkbox"/> Engaging, 'human' video positioned prominently <input type="checkbox"/> Video answers the 4 Critical Questions.	
Images	<input type="checkbox"/> Stock images used OR <input type="checkbox"/> Few images on site – pages are text heavy, OR <input type="checkbox"/> crude or unprofessional or out of date images used.	<input type="checkbox"/> No/few 'real' images. <input type="checkbox"/> No/few images of real customers or staff.	<input type="checkbox"/> Real images throughout. <input type="checkbox"/> No obvious stock photos. <input type="checkbox"/> Images obviously support the copy. <input type="checkbox"/> Images 'humanise' the business. <input type="checkbox"/> Pics demonstrate the 'after' of your target market.	
Main Menu	<input type="checkbox"/> Navigation cluttered or unclear. <input type="checkbox"/> No clear CTA present in menu <input type="checkbox"/> No phone number in menu	<input type="checkbox"/> Logo visible <input type="checkbox"/> Navigation contains some non-essential items <input type="checkbox"/> Phone number visible but not Tracking no. <input type="checkbox"/> Main CTA visible but not in top right of page	<input type="checkbox"/> Company logo in top left. <input type="checkbox"/> Navigation limited to bare essentials <input type="checkbox"/> Phone (Tracking) number clearly visible <input type="checkbox"/> Main CTA prominent in top right of page	
Personality	<input type="checkbox"/> No pictures or video of business owner; <input type="checkbox"/> Only stock images used on site. <input type="checkbox"/> If you changed name & logo at top of page to a competitor rest of content would still be true & make sense – no differentiation. Same as everyone else.	<input type="checkbox"/> Some real photos amongst stock images; <input type="checkbox"/> Page is competent but 'corporate' – giving away the huge advantages of personality & ownership. <input type="checkbox"/> 'People buy people' has been forgotten.	<input type="checkbox"/> Biz owner photo on page; <input type="checkbox"/> Video captures essence of business personality; <input type="checkbox"/> Real photos of real people are featured throughout; <input type="checkbox"/> Business has 'soul'.	
Call to Action	<input type="checkbox"/> Only 1 call to action on the page. <input type="checkbox"/> Visitor is left wondering what to do next...	<input type="checkbox"/> At least 2 clear and specific calls to action, one above and one below the fold.	<input type="checkbox"/> Consistent primary & secondary calls to action that are repeated at least 3 times on the page. <input type="checkbox"/> CTA copy is clear and compelling.	
Body	<input type="checkbox"/> Disjointed body copy. <input type="checkbox"/> Little flow. <input type="checkbox"/> Lots more 'we' than 'you'	<input type="checkbox"/> Text, images and video explain the features but they are not clearly connected to specific customer benefits <input type="checkbox"/> More 'we' than 'you'	<input type="checkbox"/> Text, images & video clearly expand on HOW the product/service works, WHO will benefit and WHAT the visitor needs to do next. <input type="checkbox"/> Clear visual breaks between sections. <input type="checkbox"/> Compelling copy – all customer centric. <input type="checkbox"/> Lots more 'you' than 'we' (3:1)	
Trust	<input type="checkbox"/> No testimonials. <input type="checkbox"/> No links from independent review site/s <input type="checkbox"/> No customer logos. <input type="checkbox"/> No award logos.	<input type="checkbox"/> Logos and testimonials are visible but poorly presented.	<input type="checkbox"/> Logos from existing customers feature prominently; <input type="checkbox"/> Customer stories told with headlines and names; <input type="checkbox"/> Feed from independent review sites show latest reviews <input type="checkbox"/> Award winning/finalist logos on page	
Footer	<input type="checkbox"/> Footer is lacking essential elements OR <input type="checkbox"/> Footer is missing entirely from the page.	<input type="checkbox"/> Includes most of elements in 'Excellent' column but layout is cluttered or unclear.	Clearly laid out and includes: <input type="checkbox"/> Expanded Navigation <input type="checkbox"/> Physical address <input type="checkbox"/> Links to Contact Us <input type="checkbox"/> Link to Privacy Policy <input type="checkbox"/> Link to Terms of Service <input type="checkbox"/> Has 'Resource Directory' for flagship content	
Tracking	<input type="checkbox"/> No Analytics and no Tracking Number	<input type="checkbox"/> Analytics but no Tracking Number	<input type="checkbox"/> Unique Tracking Number used <input type="checkbox"/> Google Analytics installed properly	