

FREE CHECKLIST

Website Conversion Checklist

A page-by-page review that checks whether a web page explains itself clearly and makes the next step easy to take.

Format: 21-point checklist with tick boxes, in 7 sections

Use it for: Reviewing a home page, sales page or service page — your own or a client's — before you send traffic to it

How to use this checklist

Open the page on a laptop and on a phone. Read it as a first-time visitor who has never heard of you. Tick a box only when the page passes on both screens. Each unticked box is a specific fix — work through them from section 1 down, because the early sections affect everything after them.

1. First impression

- ☐ **1. A first-time visitor can tell within a few seconds what you offer and who it is for**
Read only the headline and sub-headline. If those two lines alone don't answer "what is this and is it for me?", rewrite them first.
- ☐ **2. The page looks clean and easy to scan**
Short paragraphs, clear headings, enough white space. Nothing competes with the main message.
- ☐ **3. Navigation is simple and obvious**
A short menu with plain labels. Visitors should never have to guess where a link goes.

2. Audience fit

- ☐ **4. The page says plainly who the offer is for — and who it is not for**
Naming who it is not for helps the right visitors feel sure and saves everyone else time.
- ☐ **5. If there are several options or tiers, they are easy to compare**
Use a simple side-by-side table or short "choose this if..." lines instead of long descriptions.

3. Offer clarity

- ☐ **6. There is one main offer on the page, without distractions**
Remove side offers, pop-ups and unrelated links that pull attention away from the main action.
- ☐ **7. There is one clear call to action, repeated where it makes sense**
Use the same button wording each time, so visitors know every button leads to the same next step.
- ☐ **8. Any proof you show is real and can be checked**
Only show genuine reviews, examples or results you have permission to use. If you don't have any yet, leave proof out — never invent it.
- ☐ **9. Every detail needed to decide is on the page**
Price, what is included, format, delivery time and refund terms should be visible without hunting or emailing.

4. Contact and next step

- ☐ **10. A visitor with a question can reach you easily**
A visible contact link or short form. Say how replies are handled, without promising a response time you can't keep.
- ☐ **11. The thank-you page after a form or purchase explains exactly what happens next**
Confirm the action worked, say what arrives and where (inbox, download, login), and give one useful next step.

5. Forms and qualification

- ☐ **12. Application or enquiry forms ask only for what you truly need**
Every extra field costs completions. Cut anything you won't actually use to qualify or help the person.
- ☐ **13. Forms are easy to complete on desktop and on a phone**
Large tap targets, the right keyboard for email and phone fields, and clear error messages.

6. Visual and technical

- ☐ **14. The key message and main call to action are visible without scrolling**
Check the first screen on a laptop and on a phone.
- ☐ **15. The layout works on mobile with no sideways scrolling**
Test on a real phone, not only a resized browser window.
- ☐ **16. Videos and links keep visitors on your site where possible**
Embed videos instead of sending people off to another platform in the middle of the page.
- ☐ **17. The page loads quickly and images are compressed**
Resize images to the size they display at and use modern formats. Re-test after every big change.

7. Copy and expectations

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☐ **18. The copy is about the visitor's problem and outcome, not about you**

Count the "you" versus "we" sentences. Lead with the visitor's situation.

☐ **19. The page lays out a simple plan or next step**

Three short steps (for example: choose, get access, start) make the decision feel easy.

☐ **20. Scope is clearly defined — what is and is not included**

Clear limits prevent refund requests and build trust.

☐ **21. Claims on the page are accurate and can be backed up**

No guaranteed results, invented numbers or delivery promises you can't keep.

Note: Re-run this checklist after every major page change, and review one page at a time. A page that passes every box is easy to understand; whether it converts still depends on your offer and your audience, so measure results after changes.