

Is Your Website Costing You Customers?

A simple 2-page website conversion checklist to determine whether your site is actively turning away ready-to-buy local prospects.

1. First Impression & Clarity

- Is it immediately clear what you do within 5 seconds?
- Is your core service explained in simple language?
- Do you clearly state who you help and where you operate?
- Is there a strong headline addressing a real customer problem?

2. Offer & Call-to-Action

- Is there a clear call-to-action above the fold?
- Do you tell visitors exactly what to do next?
- Is there more than one opportunity to enquire?
- Do you offer a compelling reason to get in touch now?

3. Trust & Authority

- Do you display testimonials or reviews?
- Are Google reviews visible or linked?
- Do you show case studies or proof of results?
- Are there real images of your business/team?

4. Local SEO Signals

- Is your business location clearly stated?
- Do you mention Buckinghamshire or Milton Keynes naturally?
- Is your Google Business Profile linked?
- Do you have location-specific service pages?

5. Conversion Infrastructure

- Is your contact form simple and easy to complete?
 - Do you track enquiries using Google Analytics?
 - Is your website mobile-optimised?
 - Does the site load in under 3 seconds?
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If you answered 'No' to more than 5 of these, your website may be costing you enquiries every month. Consider implementing a structured conversion framework designed specifically for local businesses.