

Free Checklist: How to Turn Your Website into a Conversion Machine

1. Clear Call-to-Actions (CTAs)

- Are your CTAs action-oriented and engaging (e.g., "Get Your Free Consultation")?
- Are your CTAs placed strategically (above the fold, after content, etc.)?
- Are your CTAs visually prominent with contrasting colors?

2. Streamlined Navigation

- Is your website easy to navigate with clearly labeled menus?
- Are essential pages (e.g., services, contact, about) accessible in one or two clicks?
- Are there internal links guiding visitors to related content?

3. Mobile Optimization

- Does your site look great on all devices (responsive design)?
- Have you tested your site on various screen sizes (smartphones, tablets)?
- Are buttons, links, and forms easy to click and use on mobile?

4. Strong Case Studies and Testimonials

- Have you showcased **real-world results** from past clients?
- Are client testimonials visible on key pages (home, services, landing pages)?
- Do you have detailed case studies with measurable results?

5. Page Load Speed

- Have you optimized images and used compressed file formats?
- Are you using caching or a **Content Delivery Network (CDN)** for faster loading?
- Is your website load time under 2-3 seconds?

6. Engaging Content

- Is your website regularly updated with fresh, valuable content (blogs, guides)?
- Are you answering key questions your audience is asking?
- Do you have content that educates, informs, or solves a problem for your visitors?

7. Effective Local SEO

- Is your **Google My Business** profile complete and optimized?
- Have you used local keywords in your meta tags, titles, and throughout your content?
- Are your business contact details consistent across directories?

8. Trust Signals and Security

- Are you using **trust badges** or certifications (SSL, BBB, industry affiliations)?
- Do you have **testimonials** and **client logos** on key pages?
- Is your site secured with SSL (HTTPS) and security plugins to prevent attacks?

9. Simple and Fast Forms

- Are your forms short, easy to complete, and optimized for mobile?
- Do your forms have an engaging and clear **submit** button?
- Are you using automation (e.g., thank you pages, confirmation emails) after form submission?

10. Analytics and Tracking

- Do you have **Google Analytics** or another tracking tool installed?
- Are you regularly reviewing your analytics data (traffic, bounce rate, conversions)?
- Have you set up **goals** in Google Analytics to track form submissions, calls, or purchases?

By following this checklist, you'll ensure that your website is optimized for conversions, whether you're aiming to generate leads, sales, or engage more visitors. If you'd like a personalized audit of your website, **contact us at [Trig Web Design](#)**, and we'll be happy to help!