Your 30-Day Conversion Improvement Plan

One focus each week. Before you start, write down your baseline: visits, inquiries and conversion rate this month. Change one thing at a time, so you can compare.

1 Week 1: Clarify your message and main action

- [ ] Choose the primary customer for your homepage
- [ ] Write your value proposition, then turn it into a headline
  Use the Value Proposition Worksheet.
- [ ] Pick one primary call to action, with words that say what happens next

What I changed and the date:

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2 Week 2: Improve navigation, forms and mobile

- [ ] Rename vague menu labels with customer words
- [ ] Remove form fields you don't need, and mark required fields
- [ ] Test the full journey on a phone, from the homepage to the confirmation

What I changed and the date:

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3 Week 3: Add proof, answer objections, clarify follow-up

- [ ] Add genuine reviews, real photos or client examples near the main action
- [ ] Answer the concerns that stop decisions
  Cost, timing, policies, what happens next, how to reach you.
- [ ] Set up a confirmation message and a follow-up promise you can keep
  For example: "We'll reply within one business day."

What I changed and the date:

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Your 30-Day Conversion Improvement Plan (continued)

4 Week 4: Verify tracking and choose the next fix

- [ ] Confirm your main action is tracked as a key event in Google Analytics
  Send a test inquiry and check that it shows up.
- [ ] Record this month's numbers in the Conversion Tracking Starter Sheet
- [ ] Compare with your baseline, and talk to a few customers about what helped or confused them
  Better numbers after a change are a clue, not proof.
- [ ] Choose the next improvement for next month

5 My results

Baseline: visits, inquiries, conversion rate:

After 30 days: visits, inquiries, conversion rate:

Follow-up: inquiries answered on time, and how many became customers:

Next month's one improvement:

Maple Lane Bake Shop (fictional)
Week 1: headline "Breakfast and lunch catering for Boston offices, delivered on time." Week 2: menu labels Catering, Menu, Custom Cakes, About, Contact. Week 3: delivery windows next to the quote button, and a reply within one business day. Week 4: tracks quote requests as a key event.

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