Homepage Conversion Audit Checklist

Use this on your own homepage, the same way we audit one live in Exercise 3. Tick what works. For anything that doesn't, circle a priority: H (High), M (Medium) or L (Low). Then fix the H items first.

1 Clarity

- [ ] The offer is clear within a few seconds
  What do you sell or do? — H M L
- [ ] The intended customer is clear
  Who is it for? Use their words, not industry jargon. — H M L
- [ ] The headline is about the customer's need, not about you — H M L
- [ ] The location or service area is easy to find — H M L

2 Trust

- [ ] Real evidence near the top
  Genuine reviews, real photos, client names, credentials or years in business. — H M L
- [ ] Common concerns are answered
  Prices or quote expectations, delivery times or availability, policies. — H M L
- [ ] It's easy to reach a person
  Phone, email or contact page you can find in one click. — H M L

3 Call to action

- [ ] One clear primary action, easy to spot
  Secondary actions only when they help. — H M L
- [ ] The button says what happens next
  "Request a catering quote," not "Submit" or "Learn more." — H M L
- [ ] The main action appears at the top and again further down the page — H M L

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Homepage Conversion Audit Checklist (continued)

4 Navigation

- [ ] Menu labels use customer words
  "Catering," "Menu," "Contact," not "Solutions" or "Explore." H M L
- [ ] A few top-menu items, grouped logically H M L
- [ ] The footer has contact details, hours and key pages H M L

5 Forms

- [ ] The form asks only for what you need H M L
- [ ] Clear labels, required fields marked, helpful error messages H M L
- [ ] A confirmation message says what happens next, and the business gets notified H M L
- [ ] I sent a test, and it arrived H M L

6 Mobile

- [ ] Buttons are easy to find and tap
  Comfortable tap targets, reachable with a thumb. H M L
- [ ] Text is readable without zooming, and phone numbers are tap-to-call H M L
- [ ] I tested the full journey on a phone
  From the homepage to the confirmation message. H M L

My top three fixes, in order:

Date I'll check again:

How to use it
This is a quick review, not a full technical audit. Ask a friend or customer to try it with you, and listen for where they hesitate.

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