

# WEBSITE FIX CHECKLIST

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## Zone 1: Your Messaging

- ☐ Headline speaks to your audience
- ☐ Avoids jargon
- ☐ Highlights key benefits

## Zone 3: Calls to Action

- ☐ 1 clear CTA per page
- ☐ Strong, action-oriented text
- ☐ CTA stands out visually

## Zone 5: Trust Indicators

- ☐ Client reviews, testimonials
- ☐ Case studies or examples
- ☐ About and/or team page

## Zone 7: Lead Generation

- ☐ Lead magnet offered
- ☐ Clear, prominent opt-in form
- ☐ Conversion path defined

## 2: Mobile Experience

- ☐ Responsive design
- ☐ Fast load times on mobile
- ☐ Easy to read and navigate

## 4: Page Speed

- ☐ 3 seconds or less to load
- ☐ Optimized images
- ☐ Minimal use of plugins

## 6: Contact Forms

- ☐ 3-5 fields max
- ☐ Simple, helpful microcopy
- ☐ Sets visitor expectations