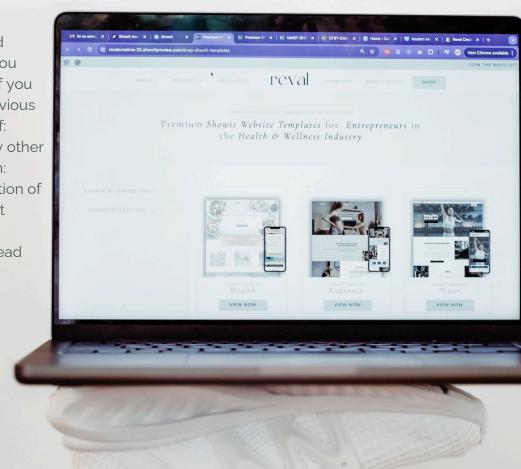# WEBSITE CONVERSION
checklist

Clear Value Proposition: Visitors should instantly know what you do and who you serve without scrolling. Local Market: If you serve a specific area, make sure it's obvious which locations you cover. Social Proof: Showcase testimonials, reviews, or any other form of social proof. Team Introduction: Include a friendly picture and introduction of you and your team. Highlight Your Best Work: Show off your top projects or products. Lead Generation: Include a lead gen form or CTA to capture visitor information.

HOMEPAGE

- [ ] **Clear Value Proposition:** Visitors should instantly know what you do and who you serve without scrolling.
- [ ] **Local Market:** If you serve a specific area, make sure it's obvious which locations you cover.
- [ ] **Social Proof:** Showcase testimonials, reviews, or any other form of social proof.
- [ ] **Team Introduction:** Include a friendly picture and introduction of you and your team.
- [ ] **Highlight Your Best Work:** Show off your top projects or products.
- [ ] **Lead Generation:** Include a lead gen form or CTA to capture visitor information.

ABOUT PAGE

- [ ] **Problem Solver:** Clearly communicate the problem you solve and why you're the best at it.
- [ ] **Social Proof:** Add testimonials, feedback, or a list of clients.
- [ ] **Team Bio:** Include fun facts or biographical info about your team.
- [ ] **Strong CTA:** End with a call to action guiding visitors to the next step.
- [ ] **Customer Focused:** Ensure the page is more about solving customers' problems than talking about yourself.

SERVICES PAGES

- [ ] **Your Why:**
  Explain why you do what you do and the experience you provide.
- [ ] **Benefits & Transformations:**
  Highlight the benefits and transformations your clients experience.
- [ ] **Transparent Pricing:**
  List prices or a price range for transparency.
- [ ] **Social Proof:**
  Include testimonials or case studies.
- [ ] **Showcase Work:**
  Feature your best work, like case studies or portfolios.
- [ ] **FAQ Section:**
  Add an FAQ to address common questions and objections.
- [ ] **Strong CTA:**
  Include a clear call to action to guide visitors.

CONTACT PAGE

- [ ] **Short & Sweet Forms:**
  Only collect the info you need in your contact forms.
- [ ] **Alternative Contact Methods:**
  List other ways to reach you, like email or phone.
- [ ] **Friendly Touch:**
  Include a photo of your team and/or social proof to build trust.

BLOG (RECOMMENDED)

- [ ] **Active Blogging:**
  Regularly share fresh content to keep your audience engaged.
- [ ] **Categories & Search:**
  Make it easy for visitors to find relevant content.

SCORE YOUR SITE: _____

Mostly Checked: 🎉 Fantastic! Your website is on the right track to converting visitors into customers. Keep up the great work!

Mostly Unchecked: 😬 Looks like your website might need a bit of a boost. No worries, Reval Creative is here to help! Reach out to us for a custom website makeover or explore our templates to get started.