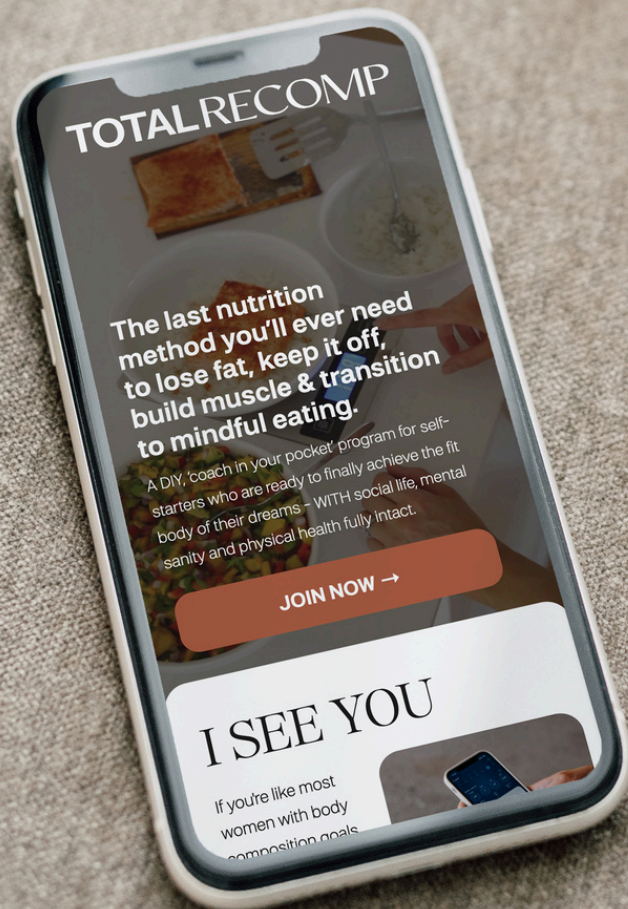


BE BOLD DESIGN STUDIO

# The Website Conversion Audit

A 10-MINUTE CHECK THAT REVEALS WHAT'S  
COSTING YOU CUSTOMERS



# WELCOME



Your website gets visitors, but they're leaving without buying, booking, or even reaching out. The problem isn't your traffic. It's your conversion.

This quick audit reveals the hidden friction points that are silently costing you customers every single day.

HI! I'M MACEY.

I'm so glad you're here! I have spent over a decade helping 120+ businesses transform their brands and websites from pretty to profitable through strategic design that drives real results.

[WEBSITE](#)

[BOOK NOW](#)

[EMAIL](#)





## SECTION ONE

# First Impression Test

02  
MINUTES

Can visitors immediately understand what you do and why they should care?

### THE 5-SECOND TEST

- Can someone understand what you offer within 5 seconds of landing on your homepage?
- Is your main headline benefit-focused, not feature-focused?
- Example: ❌ "We provide comprehensive digital marketing solutions"
- Example: ✅ "Get more qualified leads in 30 days or less"

### VISUAL HIERARCHY CHECK

- Does your most important message stand out visually?
- Is there ONE clear primary call-to-action button above the fold?
- Are visitors' eyes naturally drawn to your main offer?
- Do you have high quality, custom brand photos or do you mostly use stock photography?

🚩 **Red Flag:** If visitors have to hunt for what you do, you're losing **70% of potential customers** in the first 10 seconds.



## SECTION TWO

02  
MINUTES

# Trust Factor Audit

Do visitors feel confident buying from you?

### SOCIAL PROOF SCAN

- Are testimonials prominently displayed (not buried at the bottom)?
- Do you show real names, photos, or company logos?
- Are results specific? ("Increased sales by 40%" vs. "Great results!")

### PROFESSIONAL CREDIBILITY

- Is your contact information easily findable?
- Do you have an About page that builds connection?
- Are there obvious typos, broken links, or design inconsistencies?
- Are your social media profiles linked?



**Risk reversal:** Do you offer guarantees, free trials, free consultations, or low-risk ways to start? Is your refund/cancellation policy clear?





## SECTION THREE

02  
MINUTES

# User Experience

Can visitors easily find what they're looking for?

### THE 3-CLICK TEST

- Can visitors reach your main offer/contact form in 3 clicks or less from anywhere on your site?
- Is your main navigation simple (5-7 menu items max)?
- Are your most important pages in the main menu?

### MOBILE EXPERIENCE

- Does your site look good on mobile? (60%+ of traffic is mobile!)
- Are buttons large enough to tap easily?
- Is text readable without zooming?

### SPEED TEST

- Does your homepage load in 3 seconds or less?
  - Test at  
[gtmetrix.com](https://gtmetrix.com)
  - Test Good Page Speed
- Are images optimized for web?

▶ **Red Flag:** Nearly half of users expect sites to load in two seconds or less, and 40% will leave a site if it hasn't loaded within three seconds.



## SECTION FOUR

02  
MINUTES

# Call-to-Action Analysis

Are you making it crystal clear what visitors should do next?

### CTA VISIBILITY

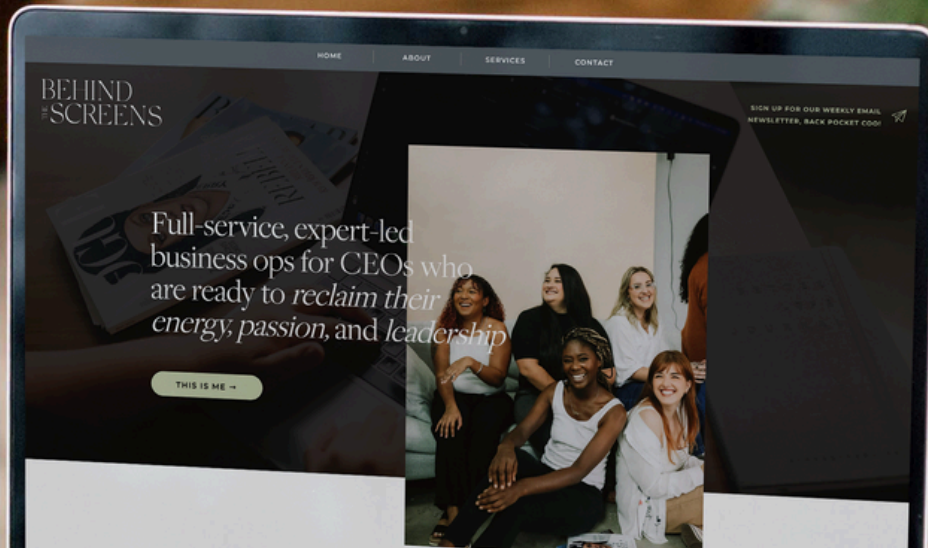
- Is your primary call-to-action button highly visible and contrasts with your site colors?
- Do you have multiple ways for people to take action? (phone, email, form, chat)
- Is your CTA "above the fold" on key pages?

### CTA LANGUAGE

- Does your button text create urgency or excitement?
- Example: ❌ "Submit" or "Learn More"
- Example: ✅ "Get My Free Strategy Session" or "Start Growing Today"

It is also helpful to include multiple touch points at different commitment levels? (newsletter signup, free resource, consultation, purchase)

🚩 **Red Flag:** Weak or missing calls-to-action are conversion killers. Make it obvious what you want visitors to do.



## SECTION FIVE

02  
MINUTES

# Content & Messaging

Does your content focus on your customer's needs?

### CUSTOMER-FOCUSED LANGUAGE

- Do you use "you" more than "we" or "I"?
- Are you talking about customer problems and outcomes, not just your services?
- Example: ❌ "We offer the best web design services"
- Example: ✅ "Get a website that turns visitors into customers"

### CLEAR VALUE PROPOSITION

- Can visitors quickly understand the transformation you provide?
- Do you answer "What's in it for me?" within the first few lines?
- Is your unique selling point obvious?

### OBJECTION HANDLING

- Do you address common concerns or hesitations?
- Are pricing details clear (or do you explain your process for custom quotes)?
- Do you explain next steps clearly?



# THE RECAP

1.

## FIRST IMPRESSION TEST

Can visitors immediately understand what you do and why they should care?

☐

2.

## TRUST FACTOR AUDIT

Do visitors feel confident buying from you?

☐

3.

## USER EXPERIENCE

Can visitors easily find what they're looking for?

☐

4.

## CALL-TO-ACTION ANALYSIS

Are you making it crystal clear what visitors should do next?

☐

5.

## CONTENT & MESSAGING REVIEW

Does your content focus on your customer's needs?

☐



# Want Expert Help?

If this audit revealed major issues, you don't have to fix everything alone. A strategic website audit and redesign can transform your conversion rate overnight.

Ready to turn your website into a lead-generating machine? Book a free 15-minute Website Strategy Call to discuss your audit results and create a plan to fix what's costing you customers.

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