

## Website Conversion Checklist

### 25 Ways to Turn Visitors Into Clients

You don't need a new website. You need the one you have to work harder.

**How CTS uses this checklist:** This is the exact framework Nicole uses during Website & Funnel Design engagements. Every site she builds scores 22+ out of 25. If your current site scores under 15, it's almost certainly costing you clients every week.

#### Section 1: The First 5 Seconds

|                                  |   |
|----------------------------------|---|
| ■ <b>Above-the-fold clarity</b>  | A visitor knows in 5 seconds what you do and who you help — without scrolling.  |
| ■ <b>Compelling headline</b>     | Your headline speaks to the outcome the client wants, not just what you offer.  |
| ■ <b>Clear value proposition</b> | You've answered 'why CTS / why Nicole' within the first two paragraphs.   |
| ■ <b>Visible contact option</b>  | Phone, chat, or booking button visible without scrolling on every device.   |
| ■ <b>Mobile optimization</b>     | Looks great and loads fast on a phone. Test this right now at <a href="https://pagespeed.web.dev">pagespeed.web.dev</a> . |

#### Section 2: Trust & Credibility

|                                      |  |
|--------------------------------------|--|
| ■ <b>Social proof above the fold</b> | At least one testimonial, review count, or client logo visible before scrolling.   |
| ■ <b>Real photos</b>                 | Real photos of you, your team, or your work — not stock imagery.                   |
| ■ <b>Specific testimonials</b>       | Reviews that cite real results: 'saved us 10 hours/week' not 'she's great.'        |
| ■ <b>Credentials displayed</b>       | MCP certification, AOAM partnership, Microsoft certification, years of experience. |

- **Full contact information** Name, email, phone — not just a form. Builds trust immediately.

## Section 3: Clear Calls to Action

- **One primary CTA per page** Each page drives one action — not five competing choices.
- **Action-oriented button text** Buttons say what happens next ('Book Free Consult') — not just 'Submit.'
- **CTA at top and bottom** CTA appears at both ends of every key service page.
- **Lead magnet offer** Something free (this checklist, your survey, a guide) captures email before visitors leave.
- **Survey prominently placed** The Tech Chaos → CALM™ Survey is visible and easy to access on every key page.

## Section 4: Content & Copy

- **Problem-first copy** Your copy opens with the visitor's pain — then offers the solution.
- **Jargon-free language** Anyone unfamiliar with tech can read your homepage and understand you.
- **FAQ section** Your top 5 client objections are addressed directly on the page.
- **Your process explained** You clearly show what happens after someone books: step by step.
- **Benefits over features** Outcomes (save time, stop the chaos, grow revenue) lead over feature lists.

## Section 5: Technical Performance

- **Page speed under 3 seconds** Test at [pagespeed.web.dev](https://pagespeed.web.dev) — slow sites are invisible to Google.
- **SSL active (https://)** Required for trust signals and Google ranking.

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[ctsolutionsonline.com](https://ctsolutionsonline.com)

- **No broken links** Run a broken link check — one broken link erodes everything else.
- **Analytics installed** Google Analytics (or AOAM tracking) capturing every visit and form submission.
- **Conversion goal tracked** You're measuring form submissions, survey starts, and bookings — not just traffic.

**Score your site:** 20–25 items checked = conversion-ready. 12–19 = solid foundation, prioritize Sections 1 & 2 first. Under 12 = your site is actively costing you clients. Book a Website Audit with Nicole at [ctsolutionsonline.com/contact](https://ctsolutionsonline.com/contact)