

THE BUSINESS OWNER'S WEBSITE CONVERSION AUDIT

10 practical ways to turn more website visitors into customers

A practical self-audit from **Eliyahna Creative**

A beautiful website is not enough. Your website should help visitors understand your business, trust you, and take the next step. Use this guide to identify common conversion problems and opportunities for improvement.

Is Your Website Actually Helping Your Business Grow?

A business website can look attractive, load correctly, and contain all the expected pages - and still fail to do its most important job: **convert visitors into customers**.

Every person who arrives at your website makes a series of very quick decisions. Am I in the right place? Does this business provide what I need? Do they seem professional? Can I trust them? What should I do next?

Technology changes. Search engines change. Customer expectations change. Your business changes, too. A website that worked beautifully several years ago may no longer represent your business or perform as well as it could today.

This ten-point audit focuses on the places where business websites commonly lose potential customers. You do not need to become a web developer to use it. The goal is to recognize where your website deserves a closer look.

1. Perform the Five-Second Test

Open your homepage and look at it as though you've never seen your business before. Better yet, ask someone unfamiliar with your company to look at it for five seconds, then close the page. Can they tell what you do, who it is for, why someone should choose you, and what to do next?

One of the most common website problems is not bad design - it is unclear communication. Visitors are usually asking, "Can these people solve my problem?" Your primary message should answer that question quickly.

Your audit: Can a new visitor understand your business without scrolling? If not, your headline, supporting text, imagery, or page structure may need improvement.

2. Check Every Important Call to Action

Every important page should answer one simple question: **What do I want the visitor to do next?** That might mean requesting a quote, scheduling an appointment, calling, purchasing, downloading a resource, or contacting your team.

Too few calls to action leave visitors stranded. Too many competing actions can be just as confusing. Your primary action should be easy to identify, and longer pages should give interested visitors opportunities to act when they are ready.

Your audit: For each important page, identify the single most valuable action a visitor could take. Is that action obvious?

3. Audit Your Website on a Phone

Do not only shrink your desktop browser. Pick up your phone and actually use your website. Open the menu, tap the buttons, fill out a form, view your services, and try the same conversion you want customers to complete.

Mobile optimization is more than fitting a page onto a small screen. Buttons must be comfortable to tap, text must be readable, forms must be manageable, and important information should not be buried beneath unnecessary content.

Your audit: Complete one important conversion entirely from your phone. Note every hesitation, zoom, backtrack, or unnecessary step.

4. Look for Trust Signals

Before contacting or purchasing from an unfamiliar company, customers naturally look for reasons to trust it. Useful trust signals can include testimonials, reviews, credentials, certifications, awards, case studies, portfolio examples, real photographs, clear contact information, guarantees, and sensible privacy or security information.

Authenticity matters. A small business does not need to pretend to be a giant corporation. Showing the real people, experience, work, and history behind the company can be a significant advantage.

Your audit: If you had never heard of your company, what evidence on the website would make you comfortable contacting or paying it?

5. Test Your Website's Speed

Large images, excessive plugins, poorly optimized code, unnecessary scripts, animations, third-party services, and overloaded hosting can all affect performance. Speed problems often accumulate gradually as a website grows.

Test more than your homepage. Pay particular attention to important landing pages, service pages, product pages, and the contact or checkout process. Watch for long waits and content that shifts around while loading.

Your audit: Does the website feel immediate on both desktop and mobile? Persistent performance problems may deserve professional investigation rather than another quick-fix plugin.

6. Remove Friction From Forms and Checkout

Every additional obstacle between interest and action creates another opportunity for a visitor to leave. Contact forms, account registration, appointment booking, quote requests, and checkout processes should ask for what is genuinely needed at that stage.

Sometimes detailed information is necessary. Often it can be collected later, after the visitor has made the first commitment to contact or purchase.

Your audit: Go through your conversion process yourself and ask of every field and step: Do I genuinely need this information right now?

7. Review Content From the Customer's Perspective

Businesses naturally want to talk about themselves. Customers usually want to know what the business can do for **them**. Good website copy establishes your qualifications while translating your services into outcomes and benefits customers immediately understand.

Your pages should address the customer's problem, your solution, the benefit, reasons to trust you, common concerns, and the next logical step.

Your audit: Read your homepage and primary service pages. Does the content help customers make a decision, or mostly describe your company?

8. Check Navigation and the Visitor Journey

Navigation often grows organically until it reflects the history of the website rather than the needs of its visitors. A customer should not need to understand your internal business structure to find what they need.

Think about the entire journey: visitor arrives, understands the offer, explores the solution, develops trust, and takes action. Sometimes improving conversions requires removing clutter rather than adding more.

Your audit: Choose three common customer goals and attempt them from the homepage. Count the clicks and note confusing choices, dead ends, or missing next steps.

9. Find Outdated, Broken, or Forgotten Content

Websites accumulate digital dust: old promotions, outdated services, former staff, broken buttons, abandoned social links, missing images, forms that no longer send correctly, and inconsistent formatting.

These problems may seem small individually, but together they affect credibility. A visitor does not know that a broken page has not been touched in years. They only know your website is broken today.

Your audit: Review important pages, footers, forms, confirmation pages, old posts, contact details, pricing, legal pages, and error pages for anything inaccurate or neglected.

10. Measure What Visitors Actually Do

Website improvement should not rely entirely on personal preference. Analytics can help show how visitors find your website, which pages they use, where they leave, what devices they use, and whether they reach important conversion points.

The objective is not to collect data simply because you can. It is to answer useful business questions: Which pages generate inquiries? Where do potential customers leave? Are mobile visitors behaving differently? Did a change improve results?

Your audit: Identify your most valuable conversions and determine whether you can currently measure them. If you cannot tell whether your website produces results, improvement becomes guesswork.

Bonus: Audit Your Website's Security and Maintenance

Conversions and security may seem like separate subjects. They are not. A neglected website can become slow, unreliable, outdated, or compromised - and none of those things inspires customers to do business with you.

For a WordPress website, ongoing maintenance may include core, theme and plugin updates; backups; security monitoring; malware scanning; form testing; performance checks; database maintenance; SSL/HTTPS monitoring; user-account reviews; and removal of unused components.

Business websites should receive regular maintenance rather than attention only when something breaks. For websites that generate leads, process sales, schedule appointments, or perform another important business function, professional weekly maintenance is a sensible standard.

Website Conversion Audit Scorecard

- A new visitor can understand what my business offers within about five seconds.
- Every important page has a clear next action.
- My website is easy to use on a real mobile phone.
- My website provides strong reasons for new customers to trust my business.
- Important pages load quickly and smoothly.
- My forms, booking systems, or checkout contain no unnecessary friction.
- My content focuses on customer problems and benefits - not just my company.
- Visitors can easily navigate from their question to the appropriate solution.
- My website contains no obvious outdated, broken, or abandoned content.
- I can measure whether my website is producing meaningful conversions.

Score	Result	What it suggests
9-10	Strong Foundation	Most fundamentals appear to be in place. Continue testing and optimizing.
7-8	Optimization Opportunity	Several improvements may make it easier for visitors to become customers.
4-6	Website Audit Recommended	Significant friction, messaging, design, or technical issues may be limiting results.
0-3	Consider an Upgrade	A broader professional audit or website upgrade may be more effective than isolated fixes.

Bonus Audit: 10 Questions to Ask Yourself

1. If I discovered this company today, would the website impress me?
2. Does my website accurately represent the quality of my business today?
3. Would I trust this website enough to enter my contact or payment information?
4. Is it immediately obvious what I should do next?
5. Does the site work equally well on my phone?
6. Is anything unnecessarily difficult?
7. Does the content answer the questions customers actually ask?
8. Does the design still look current?
9. Can I prove that the website generates leads, appointments, or sales?
10. If a competitor had a substantially better website, would I be concerned?

A Website Should Be an Asset, Not Just an Online Brochure

Having a website and having an **effective website** are two different things. Your website should explain your services, build credibility, answer questions, attract qualified visitors, and make it easy for potential customers to take the next step.

Sometimes a few carefully selected improvements can make a substantial difference. Other times, years of accumulated changes, outdated technology, inconsistent design, old content, performance issues, or an awkward user journey mean it is time for a more comprehensive upgrade.

The important thing is to stop thinking of your website as something that was finished when it launched. A successful business website is continually evaluated and improved.

THINK YOUR WEBSITE COULD BE WORKING HARDER?

Elijahna Creative builds, improves, secures, and maintains WordPress websites for businesses that need more than an attractive online presence.

Visit [Elijahna.com](https://elijahna.com) for website development, upgrades, maintenance, and professional WordPress services.

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