

Website Conversion Audit Checklist

One page. Score every domain out of 100 with evidence attached, then rank fixes by the revenue at stake.

1 · The method — six steps, in this order

- ☐ Baseline: 90-day sessions, conversion rate, average order/lead value, mobile split.
- ☐ Classify the site: ecommerce, SaaS, service, local or agency — audit its framework.
- ☐ Run PageSpeed Insights on a money page (mobile): LCP, INP, CLS, console errors.
- ☐ Walk the primary conversion path on a phone, end to end, and note every friction point.
- ☐ Score each domain /100 with evidence; model sessions x lift x value.
- ☐ Re-scan 2–4 weeks after the fixes land and compare scores, not feelings.

2 · Core domains (every site type)

- ☐ Performance & Speed
- ☐ Technical SEO
- ☐ Mobile Experience
- ☐ Analytics & Tracking
- ☐ Security & Privacy
- ☐ Visual Design & Accessibility
- ☐ Trust & Credibility
- ☐ Email Capture
- ☐ Content Quality
- ☐ Conversion Optimization

3 · Domains by site type

Ecommerce

Homepage experience · Product pages · Collection navigation · Cart · Checkout · Reviews & trust · Shipping clarity · Merchandising · Lifecycle marketing · Retention

SaaS

Homepage positioning · Product messaging · Pricing page · Demo funnel · Signup experience · Activation · Trust signals · Content strategy

Service

Homepage messaging · Service pages · Lead generation · Contact experience · Booking funnel · Case studies · Client journey

Local

Local SEO · Google Business signals · Reviews · Contact information · Booking flow · Mobile conversion

Agency

Positioning & differentiation · Case studies · Lead generation · Contact experience · Content strategy · Trust

4 · Prioritise the findings

- ☐ Impact is a number: lift x traffic x order value, in the site's currency.
- ☐ Confidence comes from evidence — no artefact, no high rank.
- ☐ Effort decides sequencing, never inclusion. High-impact work is scheduled, not dropped.

5 · Notes & owners

Have it run for you — free automated audit

istovibe scores every domain above with live PageSpeed data: istovibe.com/analyze