

CHECKLIST FROM SYVERA STUDIO

The 40-Point Conversion Optimisation Checklist

Forty practical checks to improve your website's conversion rate , no extra traffic required. The fastest way to grow revenue without spending more on ads.

Doubling your traffic doubles your costs. Doubling your conversion rate doubles your revenue without spending a penny more. This checklist walks you through 40 of the highest-impact improvements you can make to your website to convert more of the visitors you already have.

Headlines and Messaging

	Headline clearly states what you do within 5 seconds of landing
	Headline focuses on a benefit, not a feature
	Subheadline supports and clarifies the main headline
	Value proposition is specific (not 'world-class' or 'leading')
	Every page has one primary message, not three

Calls to Action

	Primary CTA appears above the fold on every page
	CTA buttons use action verbs ('Book a Call', not 'Submit')
	CTA color stands out from the page palette
	Only one primary CTA per page (no competing actions)
	Secondary CTA available for users who aren't ready to buy

Social Proof

	Customer testimonials visible on homepage
	Real names and photos used for testimonials (not anonymous)
	Number-based social proof shown (clients served, reviews, results)
	Logos of recognisable clients displayed if available
	Case studies or success stories linked from key pages
	Star ratings or review aggregators integrated

Forms

	Forms ask only for essential fields (every extra field reduces completions)
	Form labels are above the field, not inside it
	Required vs optional fields are clearly marked
	Error messages are clear and specific
	Submit button uses action-specific copy ('Get My Quote', not 'Submit')
	Forms work flawlessly on mobile
	Thank-you page or message confirms successful submission

Trust and Credibility

	HTTPS (padlock) visible on every page
	Contact information clearly displayed (email, phone if relevant)
	Real team photos , not stock images
	Industry certifications and partner logos displayed
	Money-back guarantee or trial offered where appropriate
	Privacy Policy and Terms of Service linked from footer

Speed and UX

	Page loads in under 3 seconds on mobile
	Mobile design is excellent (the majority of traffic is mobile)
	Navigation is intuitive and consistent across all pages
	Important information is above the fold without scrolling
	Visual hierarchy guides the eye to key actions

Pricing and Offer Clarity

	Pricing is clear (or, if not shown, the reason is clear)
	What's included in each package is specific and visible
	Pricing page comparisons make the choice easy
	FAQs answer the most common pricing or process questions
	Refund or guarantee policy is easy to find

Want an expert CRO audit?

Book a free 30-minute call. We'll review your site and identify the biggest conversion wins.

syverastudio.digital/book-a-free-consultation