

27-POINT COMMERCIAL REVIEW

The Business Website Conversion Checklist

Identify lost leads, weak trust signals and conversion problems across your business website in around 30 minutes.

HOW TO USE IT

- 01 Review the website on desktop and a real mobile device.
- 02 Score every check: 0 = missing, 1 = partial, 2 = strong.
- 03 Circle the five lowest scores with the greatest commercial impact.
- 04 Choose one improvement to complete this week.

Maximum score: 54 / This is a prioritisation tool, not a performance guarantee.

Inspect the commercial journey.

CHECK 01 / POSITIONING

The first screen states clearly what the business does.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 02 / POSITIONING

The visitor can tell who the service is designed for.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 03 / POSITIONING

The primary commercial outcome is concrete, not vague.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 04 / POSITIONING

The proposition is meaningfully different from competitors.

EVIDENCE / NOTES

SCORE 0 1 2

Inspect the commercial journey.

CHECK 05 / TRUST

Relevant proof appears before the first major call to action.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 06 / TRUST

Testimonials describe a specific problem, experience or outcome.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 07 / TRUST

Accreditations, credentials and guarantees are easy to verify.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 08 / TRUST

Real people, work or processes replace generic stock imagery.

EVIDENCE / NOTES

SCORE 0 1 2

Inspect the commercial journey.

CHECK 09 / STRUCTURE

Navigation reflects customer decisions rather than internal departments.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 10 / STRUCTURE

Each core service has a focused page with a clear next step.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 11 / STRUCTURE

Location pages provide useful evidence rather than duplicated copy.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 12 / STRUCTURE

Pricing expectations or scope signals reduce avoidable uncertainty.

EVIDENCE / NOTES

SCORE 0 1 2

Inspect the commercial journey.

CHECK 13 / CONVERSION

The page has one obvious primary action.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 14 / CONVERSION

Call-to-action wording explains what happens next.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 15 / CONVERSION

Forms ask only for information needed at that stage.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 16 / CONVERSION

Mobile visitors can enquire without zooming or fighting the layout.

EVIDENCE / NOTES

SCORE 0 1 2

Inspect the commercial journey.

CHECK 17 / CONVERSION

The thank-you page confirms timing and the next step.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 18 / CUSTOMER JOURNEY

Every enquiry receives an immediate useful acknowledgement.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 19 / CUSTOMER JOURNEY

A named person or system owns every next action.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 20 / CUSTOMER JOURNEY

Follow-up continues when a good-fit prospect goes quiet.

EVIDENCE / NOTES

SCORE 0 1 2

Inspect the commercial journey.

CHECK 21 / CUSTOMER JOURNEY

Lead qualification happens before scarce sales time is used.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 22 / PERFORMANCE

Important pages load quickly on a typical mobile connection.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 23 / PERFORMANCE

Analytics records meaningful actions, not only page views.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 24 / PERFORMANCE

The business can see where enquiries originated.

EVIDENCE / NOTES

SCORE 0 1 2

Inspect the commercial journey.

CHECK 25 / OPERATIONS

Leads enter one visible pipeline rather than multiple inboxes.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 26 / OPERATIONS

Repetitive routing and reminders are systemised.

EVIDENCE / NOTES

SCORE 0 1 2

CHECK 27 / OPERATIONS

A monthly review decides what to improve next.

EVIDENCE / NOTES

SCORE 0 1 2

Turn the score into an action plan.

0-20

Critical friction

The website is likely creating doubt or losing intent. Fix clarity, trust and enquiry access before buying more traffic.

21-38

Material opportunity

The foundations exist, but several gaps are weakening the customer journey. Prioritise the highest-cost leaks.

39-47

Strong with gaps

The website is credible. Focus on proof, mobile detail, follow-up and measurement.

48-54

Commercially disciplined

Maintain the system, test carefully and review performance monthly.

YOUR HIGHEST-COST LEAK

ONE ACTION TO COMPLETE THIS WEEK

NEED AN OUTSIDE VIEW?

Know what to fix before you rebuild.

The £297 Acquisition Works Audit reviews positioning, website conversion, lead capture, CRM, follow-up and measurement, then ranks the findings into a practical implementation roadmap.

THE ACQUISITION WORKS AUDIT

- ✓ Evidence-backed commercial diagnosis
- ✓ Prioritised now, next and later roadmap

theacquisitionworks.com/acquisition-audit/

- ✓ No implementation commitment required