

HIGH-CONVERTING WEBSITE CHECKLIST

Turn Traffic Into Clients



What Most Websites Get Wrong

- Websites don't fail loudly.
- They fail through hesitation.
- No structure → no action.

This document shows you how to fix that.

How To Use This Checklist

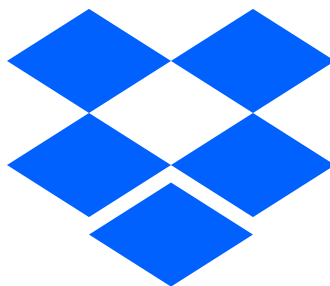
- Pick one page on your site
- Apply 3–5 fixes
- Measure before and after

Don't try to fix everything at once.

CONVERSION IS A STRUCTURE PROBLEM

Nothing else.

1. CASE STUDY (Dropbox)



- Too many features → confusion
- Simplified to one action

Clarity increased conversions

Define One Conversion Goal

Purpose

Remove decision conflict

What's happening

Too many options → no action

What to do

- One CTA
- Repeat it
- Remove others

Quick Win : Replace "Submit" with "Get Your Free Audit"

2. Match Message to Intent

Short explanation + bullets

Same page ≠ same message for every user

3. Clear Value Proposition

Structure:

- What
- Who
- Outcome

Quick Win: "Get More Clients From Your Website"



2. CASE STUDY (Apple)



- Product → Benefit → CTA
- No distractions

Insight: Attention is directed, not random

1. Visual Hierarchy

Bullets:

- Size
- Contrast
- Spacing

2. Strong CTAs

Quick Win: Make buttons impossible to ignore

3. Reduce Navigation

Warning box: More choices = lower conversion



3. CASE STUDY (Shopify)



shopify

- Outcome-based messaging

Insight: People buy results, not features

1. Outcome Headlines

Example rewrite block

2. Place Proof Strategically

Quick Win: Put testimonials near CTAs

3. Structure for Scanning

Bullets:

- Short paragraphs
- Subheadings
- Lists



4. Improve Speed

Short explanation with a Mobile First

5. Track Conversions

Tools you can use :

- Google Analytics
- Tag Manager

6. Understand Behavior

Tool:

- Hotjar

7. Testing & Iteration

3. CASE STUDY (HubSpot)



- Small changes → measurable gains

1. A/B Testing

Test One Variable

Focus on High Impact

4-Week Execution Plan

- Week 1: CTAs + headlines
- Week 2–3: UX + structure
- Week 4: Testing

If Your Website Isn't Converting, It's Not Random

Body:

It's structure, clarity, and decision flow.

CTA:

Request a Website Audit

www.marginseyedigital.com