

The 10-Point Website Audit

A self-check used by our studio to find the leaks costing you sales - before we ever build a thing. Score yourself out of 10. Anything under 7? We can fix it in 48 hours.

1. First-screen clarity

Within 5 seconds, a stranger should know what you sell, who it's for and what to do next. If your hero is a slideshow or vague slogan, you're losing 40%+ of visitors.

2. Mobile load speed

Test on real 4G at pagespeed.web.dev. Largest Contentful Paint must be under 2.5s. Every extra second cuts conversions by ~7%.

3. One primary call-to-action

Each page should push toward ONE action (Buy, Book, WhatsApp). Competing CTAs split attention and kill conversion.

4. Trust signals above the fold

Stars, reviews, client logos, guarantees, founder face. Without proof, price feels risky.

5. WhatsApp / live contact

A floating WhatsApp button with a pre-filled message converts 3-5x better than a 'Contact Us' form for service businesses.

6. Real pricing or a price range

Hiding prices makes you look expensive. Show a starting price or tier - qualified leads self-select.

7. SEO basics

Unique page title (under 60 chars), meta description (under 160 chars), one H1, alt text on images, sitemap.xml, robots.txt.

8. Schema + Google Business Profile

LocalBusiness / Product / FAQ JSON-LD schema. Claimed and optimised Google Business Profile with weekly photos.

9. Analytics + heatmap

Google Analytics 4 + Microsoft Clarity (free). If you can't see what visitors click, you can't fix what's broken.

10. Recovery flows

Abandoned cart emails, exit-intent offer, retargeting pixel (Meta + Google). 60% of revenue lives in the follow-up.

Your score

Score	What it means	Next step
9-10	Best in class.	Scale ads, focus on retention.
7-8	Solid foundation.	Tune copy, speed and recovery flows.
4-6	Leaking money daily.	Rebuild key pages - usually pays for itself in weeks.
0-3	Costing you customers.	Start from a proven template, launch in 48 hours.

Want us to do the audit FOR you?

Send your website link on WhatsApp and we'll send back a personalised loom video within 24 hours - free, no pitch.

WhatsApp: +1 (936) 229-8816 - shopitservices.online

(c) ShopITservices - Built worldwide by Thobekile Thando Tshabalala