

THE TEST + 18-POINT CONVERSION CHECKLIST

The 5-Second Website Test

Visitors decide in seconds whether your site is for them. Beautiful isn't enough and functional isn't either — a site has to be both. Run the test below, then work through the checklist.

The test: show a stranger your homepage for 5 seconds, then ask —

1. What does this business do?
2. Who is it for?
3. What should I do next?

If they miss any of the three, you're losing leads before they scroll. Every fix below serves one of these questions.

01 Message — can they understand you?

- ☐ **Headline states what you do** in plain words — not a slogan. "We automate busywork for SMBs" beats "Unlock your potential."
- ☐ **Subheadline names who it's for** and the outcome they get.
- ☐ **One primary call-to-action**, repeated down the page — not five competing buttons.
- ☐ **No jargon** a 12-year-old couldn't follow.
- ☐ **Prices or "from" pricing visible** — hiding pricing filters out serious buyers, not tire-kickers.

02 Trust — can they believe you?

- ☐ **Real proof above the fold**: client count, result numbers, or logos.
- ☐ **Testimonials with names** (and faces or companies where possible).
- ☐ **Portfolio or case studies** reachable in one click.
- ☐ **A real human presence** — team, story, or founder note. People hire people.

☐ Working links, current year in the footer, no lorem ipsum. Small rot reads as neglect.

03 Friction — can they act?

☐ Contact form has 4 fields or fewer. Every extra field costs conversions.

☐ Booking is self-serve — a calendar link, not "we'll get back to you."

☐ Form submissions get an instant confirmation and a same-day human reply (automate the first, protect the second).

☐ Loads in under 3 seconds on a phone. Test it on cellular, not office wifi.

☐ Mobile layout genuinely works — thumb-size buttons, no pinching.

04 Follow-through — does the site feed your systems?

☐ Every lead lands in a CRM or list automatically — not just an inbox.

☐ New leads trigger a follow-up sequence (see our Follow-Up Playbook).

☐ You can see where leads come from — basic analytics wired to form submissions.

Want a second pair of eyes on your site?

Book a free 30-minute call — we'll run this exact checklist on your website live and tell you the three highest-impact fixes. No pitch, no obligation.

[Book a free call →](#)