

WEBSITE CONVERSION CHECKLIST

The Local Website Conversion Checklist

Twenty-two things that decide whether a local visitor calls you or your competitor. Run it against your current site in an afternoon.

01	The above-the-fold elements that drive local calls
02	Trust signals that matter for service businesses
03	Speed and mobile fixes with the biggest payoff

Use this guide to assess where you are, identify the evidence you need, and turn the biggest gaps into a practical action plan.

Prepared by Brotherly Technology

Owner-led IT, security, and compliance support.

15-MINUTE ASSESSMENT

Start with the current state

Mark each item Yes, Partial, or No. A written policy only counts as Yes when the process is operating and you can show evidence.

☐ The headline says what you do, who you help, and where you serve.	☐ The site shows who is accountable for the work.
☐ The primary call to action is visible without scrolling.	☐ Contact forms ask only what is needed to respond.
☐ The phone number is clickable and consistent.	☐ Confirmation explains what happens next and when.
☐ The first screen explains the outcome, not just company history.	☐ Business name, phone, address, and hours are consistent.
☐ A relevant image supports the service and audience.	☐ Privacy and consent language match the form and tracking used.
☐ Service-area language is natural and specific.	☐ The mobile layout avoids tiny text and crowded controls.
☐ Navigation exposes the highest-value services.	☐ The page loads quickly on a normal mobile connection.
☐ Each major service has a focused page.	☐ Images are correctly sized and compressed.
☐ Location pages provide genuinely local information.	☐ Buttons and forms work with keyboard and assistive technology.
☐ Reviews name real outcomes and credible sources.	☐ Analytics record calls, forms, bookings, and source.
☐ Certifications, memberships, guarantees, and partners are accurate.	☐ Every important page has one clear next step.

Earn the call above the fold

Give a new visitor five seconds. They should understand the service, audience, location, credibility, and next action without hunting.

Element	Strong version	Test
Headline	Specific service + audience or location + outcome	Can a stranger explain the offer?
Lead	One or two plain-language sentences that reduce uncertainty	Does it answer why this provider?
Primary CTA	One action with clear commitment level	Visible and usable on mobile
Phone	Clickable, consistent, and monitored	Test on mobile and after hours
Proof	Review, result, credential, or owner accountability	Specific and verifiable
Visual	Relevant, high-quality, fast, and accessible	Correct crop, alt text, file size

Avoid rotating sliders and competing buttons in the first screen. One stable promise and one dominant action usually create a clearer decision.

Fix the friction with the largest payoff

Trust answers 'will they do what they promise?' Speed answers 'can I use this now?' Both matter most on a visitor's phone.

1	Put specific reviews, accountable people, real service details, and accurate credentials near the decision point.
2	Show the service area, process, response expectation, and what happens after a call or form.
3	Resize and compress hero images, remove unnecessary scripts, and delay non-critical embeds.
4	Test on a mid-range phone over a typical mobile connection; complete the call, form, and booking paths.
5	Measure real conversions by page and source, then improve the highest-traffic friction point first.

What to watch for

WATCH: Stock imagery makes the business look interchangeable.

WATCH: The contact form asks for sensitive or unnecessary information.

WATCH: A mobile visitor must pinch, zoom, or close multiple overlays.

WATCH: Tracking reports visits but not calls, forms, or bookings.

WATCH: Location pages swap only the city name and add no local value.

Turn the worksheet into a 30-day plan

Do not try to solve everything at once. Assign one owner, one next action, and one date for each priority.

NOW	Name the owner and confirm the current state.	_____
NEXT 7 DAYS	Fix the highest-risk gap or gather the missing evidence.	_____
NEXT 30 DAYS	Complete the remaining quick wins and set review dates.	_____
NEXT QUARTER	Test the process, document results, and assign improvements.	_____

Notes / decisions / questions for your provider

Want a second set of eyes? Book a free consultation at brotherlytechnology.com/contact/ or call 404-907-1005.

Reference points: Google PageSpeed Insights: pagespeed.web.dev | W3C Web Accessibility Initiative: w3.org/WAI/

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