

FREE DIAGNOSTIC GUIDE

The 5-Point Website Checklist That **Costs Nothing** to Run — and Everything to Ignore

The exact framework AHD Consulting Solution uses in every client audit — now yours to run on your own site in under 15 minutes.

Before you spend another dollar on ads or content...

Most businesses lose customers not because of a lack of traffic, but because of what happens once someone actually lands on their site. Run through these 5 checkpoints honestly. Each "no" is a leak in your funnel — and a place we can help.

1

The 5-Second Clarity Test

A visitor should understand what you do, who it's for, and why it matters — within 5 seconds, without scrolling.

- ☐ Your headline states a clear outcome, not just a job title or slogan
 - ☐ A first-time visitor doesn't have to scroll to know what you offer
 - ☐ You've tested this on someone outside your company
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2

The Trust Signal Check

People don't buy from businesses they don't trust — and trust is built visually before it's built rationally.

- ☐ Real client names, logos, or testimonials are visible above the fold or close to it
 - ☐ You show specific results or numbers, not just vague praise
 - ☐ Contact information and a real team presence are easy to find
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3

The One-Job Homepage Rule

Your homepage should guide visitors toward ONE primary next step — not compete with five equally-weighted options.

- ☐ There is one obvious primary call-to-action, repeated at logical points
 - ☐ Lower-commitment options exist for visitors who aren't ready to buy yet
 - ☐ Every button uses a specific action verb, not generic text like "Submit"
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The Mobile Reality Check

More than half of your visitors are likely on a phone. If the experience breaks there, it doesn't matter how good it looks on your laptop.

- ☐ Text and buttons are legible and tappable without pinch-zooming
 - ☐ Forms are short enough to complete comfortably with one thumb
 - ☐ Page load feels instant — no long waits for images or animations
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5

The Follow-Up Gap

Most visitors won't buy on their first visit — the businesses that grow are the ones who capture the relationship anyway.

- ☐ There's a way to capture interest from visitors who aren't ready to buy (email, resource, audit)
 - ☐ You have an automated way to follow up with people who show interest
 - ☐ You know, roughly, how many people leave without taking any action
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Your Score

Count your checked boxes out of 15.

- ☐ **12–15:** Strong foundation — focus on optimization and testing
 - ☐ **7–11:** Real opportunity — a few fixes could meaningfully lift conversions
 - ☐ **0–6:** Your site is likely losing customers daily without you knowing it
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NEXT STEP

Want us to run this audit on your site for you — for free?

We'll go deeper than this checklist and show you exactly what's costing you customers, with zero obligation.

[Request My Free Audit](#)

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