THE QUIET PROTOCOL
AI SYSTEMS & AUTOMATION

Website Conversion Audit Checklist for Small Businesses

A free website conversion audit checklist for small businesses that want to turn traffic into calls, bookings, and conversations instead of dead forms.

Small business owners, marketers, and operators reviewing conversion leaks

GUIDE

A free website conversion audit checklist for small businesses that want to turn traffic into calls, bookings, and conversations instead of dead forms.

WHAT THIS ASSET COVERS

- A homepage and service-page audit checklist
- Checks for forms, booking flow, chat, social proof, and CTA clarity
- A short prioritization guide for what to fix first

USE THIS WHEN

1. Your traffic is decent but conversions feel soft
2. You are redesigning a site or landing page
3. You need a faster way to review local service pages

WORKING ASSET

Use this checklist like a real conversion review, not a design critique. The question is simple: does the site help a high-intent visitor move forward with confidence, or does it make them wait, guess, and drift?

SCORING METHOD

Use a 3-point scale for each line:

- 2 = strong and obvious

- 1 = present but weak or inconsistent
- 0 = missing or actively hurting conversion

After scoring, separate findings into:

- fast fixes
- message problems
- trust gaps
- structural conversion blockers

ABOVE-THE-FOLD CONVERSION

- clear offer in plain language
- immediate proof of who the company is for
- one primary CTA above the fold
- phone, booking, or next step visible without hunting
- no hero section that looks cinematic but says nothing
- mobile hero still communicates the offer quickly

CONTACT AND ROUTING FLOW

- forms are short enough for the user’s intent level
- every form explains what happens next
- booking is available where the use case calls for it
- response-time expectation is visible
- the page offers a credible path after hours
- no dead-end CTA that creates silence after submission

PROOF AND TRUST ARCHITECTURE

- visible reviews or testimonial proof where it matters
- real team, real jobs, or real work samples
- service-specific language, not generic category copy
- city or territory proof where local trust matters
- credibility markers close to the CTA, not hidden below

OFFER AND MESSAGE CLARITY

- page headline states the real problem solved
- copy is written for high-intent visitors, not broad awareness traffic
- the difference between this option and the alternatives is visible
- the user understands why they should act now
- there is no jargon that slows comprehension

MOBILE CONVERSION FRICTION

- tap targets are easy to use
- CTA remains visible in a natural place
- forms do not feel long on mobile
- text remains readable without zooming
- trust elements and next steps survive the mobile layout

EXECUTIVE READOUT

At the end of the audit, summarize:

1. biggest leak above the fold
2. biggest trust gap
3. biggest contact-flow failure
4. fastest high-impact fix
5. one change that would most improve booked conversations

This turns the audit into a decision document instead of a pile of notes.

OWNER CHECKLIST

Use this checklist before the document gets handed to staff. The goal is to turn Website Conversion Audit into a live operating habit, not a file that sits in a folder.

- Name the single person who owns the workflow this asset touches.
- Pull one week of real evidence before changing anything: missed calls, form timestamps, chat transcripts, text threads, booking records, CRM notes, review requests, and staff handoff messages.
- Mark every request where the customer waited too long, repeated information, received a vague next step, or dropped before booking.

- Decide whether the issue is caused by unclear language, weak ownership, missing automation, poor routing, low trust, or a broken follow-up rhythm.
- Choose one workflow to fix first. Do not try to change phone, chat, forms, CRM, reviews, and reactivation all in the same week.
- Write the current rule in plain language. If the team cannot say the rule clearly, the customer will feel that confusion.
- Decide what good looks like. Use a response-time target, a handoff target, a booking target, or a review-request target.
- Review this asset every Friday until the workflow is stable for four straight weeks.

STAFF MEETING AGENDA

Use this agenda in a 25-minute meeting with the people who answer, route, book, follow up, or manage the customer relationship.

1. Open with the customer moment this asset is meant to improve.
2. Read one recent customer example out loud without blaming anyone on the team.
3. Ask where the current process made the customer's next step slower, less clear, or less trustworthy.
4. Review the checklist and remove any item that does not affect the customer journey.
5. Assign one owner for first response, one owner for booking or follow-up, and one owner for proof capture.
6. Decide which channel gets fixed first: phone, website form, chat, text, social message, CRM task, or review request.
7. Choose one script from this document and use it live for the next seven days.
8. Schedule the next review before the meeting ends.

COPY/PASTE SCRIPTS

Use these scripts as starting points. Replace the wording with the business name, service categories, market, office hours, and escalation rules.

Fast acknowledgement: Thanks for reaching out. I have your request and I am getting the right next step in motion now. I will confirm the details before anything is booked or assigned.

Missing information: I can help with that. To route this correctly, I need the service address or location, the best callback number, what is happening, and how urgent this feels today.

Qualified but not ready: That makes sense. I do not want this to get lost. I will save the details here and follow up at the time that makes the most sense for you.

Follow-up after silence: Just checking back so this does not sit unfinished. Do you still want help with this, or should we close the request for now?

Review invitation after the agreed service milestone: Thank you for choosing [Business]. If you would like to share your experience, you can leave an honest review here: [Review link]. Your feedback is welcome.

Use the same invitation for all eligible customers, regardless of feedback. Do not offer an incentive, ask for a particular rating or withhold the public review link because someone raised a concern.

Internal handoff: New request captured. Customer need, urgency, location, source, and next action are listed below. Please confirm ownership before the opportunity cools off.

INTAKE WORKSHEET

Field	What to Capture	Why It Matters
Customer name	Full name and preferred contact method	Prevents duplicate records and weak callbacks
Source	Phone, website, chat, referral, Google, social, repeat customer	Shows which demand channels need better routing
Urgency	Emergency, soon, flexible, research only	Controls response priority and staff escalation
Service need	Plain-language description from the customer	Helps staff avoid forcing the buyer into internal categories too early
Location	Address, city, service area, or remote context	Confirms fit before the team spends time on the wrong lead
Next step	Book, quote, call back, send info, waitlist, close	Prevents warm demand from sitting without ownership
Owner	Person responsible for the next action	Makes accountability visible
Follow-up date	Specific date and time	Turns intent into a calendar reality

METRIC TRACKER

Metric	Target	Review Rhythm	Owner
First response time	Under 5 minutes for web leads and under 4 rings for calls	Daily	Front-door owner
Qualified next step captured	90 percent or better	Weekly	Intake owner
Booking or follow-up assigned	100 percent	Weekly	Office lead
Missed inquiry recovery	Same day when possible	Weekly	Follow-up owner
Review invitations sent at the agreed milestone	Track invitations / eligible customers, independent of sentiment	Weekly	Reputation owner
Unowned open opportunities	Zero by Friday close	Weekly	Owner or manager

DECISION RULES

- If the request is urgent, route it before collecting nice-to-have details.
- If the buyer is comparison shopping, prioritize speed, proof, and a clear next step.
- If the lead is qualified but not ready, assign follow-up instead of letting the record sit open.
- If the customer repeats information twice, the handoff failed.
- If staff are rewriting the same explanation manually, turn the explanation into a script, snippet, or automation.
- If a review request depends on memory, the business does not have a review system yet.
- If the same problem appears across phone, chat, forms, and CRM, the business needs a system fix, not another reminder.

HANDOFF SOP

Use this SOP whenever a request moves from one person, channel, or system to another.

1. Confirm the customer identity and preferred contact method.
2. Summarize the need in one sentence a new team member can understand.

3. Label urgency without exaggerating.
4. Attach the source channel so reporting stays useful.
5. Record what the customer was promised.
6. Assign the next action to a named person or system.
7. Set a follow-up time.
8. Close the loop with the customer when the next action is complete.

A handoff is not complete when the note is written. It is complete when the next owner accepts responsibility and the customer knows what will happen next.

30-DAY ROLLOUT

Week 1: Audit the current workflow. Pull real examples and mark where response, routing, trust, booking, or follow-up breaks down.

Week 2: Test the working language. Use the scripts and worksheet on live customer requests. Keep the test narrow enough that the team can actually follow it.

Week 3: Add measurement. Review first response, qualified next step, booking assignment, follow-up completion, and proof capture. Fix the weakest metric first.

Week 4: Decide what should be systemized. If the workflow now works with manual ownership, keep it as an SOP. If it still depends on memory, install automation or move it into a managed AI Business Operating System.

IMPLEMENTATION NOTES

This asset is meant to be edited. Replace generic wording with the business name, service categories, staff roles, escalation rules, pricing boundaries, service-area rules, and follow-up timing. Keep the parts that make the team faster and remove anything that adds ceremony without improving the customer journey.

The best use of Website Conversion Audit is not to make the business look organized on paper. The best use is to make the next customer easier to answer, easier to qualify, easier to book, easier to follow up with, and easier to turn into visible proof.

DEPLOYMENT NOTES

HOW STRONG TEAMS USE THIS ASSET

- Assign one accountable owner instead of letting "Website Conversion Audit Checklist for Small Businesses" become shared but unmanaged work.

- Use it with small business owners, marketers, and operators reviewing conversion leaks in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

BEST NEXT SEQUENCE

- Your traffic is decent but conversions feel soft
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WHAT SEPARATES A SERIOUS RESOURCE FROM A BASIC TEMPLATE

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: A homepage and service-page audit checklist, Checks for forms, booking flow, chat, social proof, and CTA clarity, A short prioritization guide for what to fix first.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.