

Increase sales, leads  
and enquiries instantly.

# Checklist: 21 Ways to Increase Conversions

## For mobile devices:

- Clear call to action 'above the fold'
- Images are a small file size for mobile data
- Page content fits the screen size
- CSS & Javascript/JQuery files are minified
- Clickable elements are large
- Any videos are embedded or removed

## For all devices:

- Clear call to action 'above the fold'
- Key elements are high contrast/stand out
- Headline is value-focused
- Page contains photos of people
- Customer benefits are clearly noted
- Page loads quickly without 'jumping'
- Clear social proof e.g reviews
- Headlines match message on ads/Google
- Addresses possible objections
- All text is a readable size

# Checklist: 21 Ways to Increase Conversions (Continued)

## For all devices:

- Forms contain only essential fields
- Navigation menus are removed
- Page contains only useful content
- All buttons and links are working
- SSL is enabled on the site (Secure)
- Bullet points used to highlight benefits
- Analytics is installed and active
- Form 'Submit' button describes action
- Any offers or figures are clear to see
- Reminder of offer & value at the form