

Business AI Architect

27-Point Checklist to Audit & Build a High-Converting Website for Service Businesses

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1. Clear Positioning

1. Your headline clearly states what you do
2. Your subheadline explains who it's for
3. Your value is understood in under 3 seconds

2. Conversion-Focused Design

4. Primary CTA is visible above the fold
5. CTA buttons are repeated throughout the page
6. Your site is mobile-friendly
7. Clean, uncluttered layout

3. Messaging That Sells

8. Focus on outcomes (clients, leads, results)
9. Avoid jargon and technical overwhelm
10. Speak directly to your target audience

4. Trust & Credibility

11. Include a personal photo or founder intro
12. Show examples or portfolio (even simple ones)
13. Add testimonials or early proof (if available)
14. Clearly state who your service is for

5. Lead Capture System

15. Include a simple contact or booking form
16. Offer a lead magnet (checklist, guide, etc.)
17. Make it easy to take the next step

6. Offer Clarity

18. Services are clearly defined
19. Each service explains outcomes, not just tasks
20. Pricing or starting point is hinted (optional but helpful)

7. SEO & AI Optimization

- 21. Use clear headings (H1, H2, H3)
- 22. Include keywords your audience searches for
- 23. Add FAQ section for AI search visibility

8. Performance & Experience

- 24. Fast loading speed
- 25. Optimized images
- 26. Simple navigation
- 27. No broken links or errors

Final Check

If someone lands on your site, can they answer: - Is this for me? - What do they offer? - What should I do next?

If yes — your website is ready to convert.

Built by Business AI Architect

Helping service businesses build high-converting websites & AI systems