

# Website Homepage Checklist

Does your homepage turn visitors into bookings? Use this to find out.

90% of your social media traffic lands on your homepage on mobile. If it loads slowly, confuses visitors, or buries your booking link — you are losing clients every single day.

## FIRST IMPRESSION (ABOVE THE FOLD)

- Headline clearly explains what you do within 5 seconds**
- Visible CTA button above the fold**  
*e.g. "Book a Consultation"*
- Page loads in under 3 seconds on mobile**  
*Test free at [pagespeed.web.dev](https://pagespeed.web.dev)*
- Hero image is high-quality and on-brand**  
*No blurry or generic stock photos*
- Logo is visible and correctly sized in navigation**

## TRUST & CREDIBILITY

- At least one social proof element near the top**  
*Reviews, case studies, or a results stat*
- Services are clearly listed without jargon**
- Short 'About' section shows the human behind the brand**
- Visible contact information (email, phone, or form)**
- Privacy policy and cookie notice present**  
*GDPR requirement for all UK businesses*

## CONVERSION OPTIMISATION

- CTA button appears in every major section of the page**
- Booking form has no more than 5 fields**  
*Every extra field reduces completions by ~10%*
- Clear next step at the very bottom of the page**
- Phone/WhatsApp is tap-to-call on mobile**
- Fully functional and readable on iPhone**  
*Test on an actual phone, not browser preview*

## SEO & TECHNICAL BASICS

- Page title includes your service + location**  
*e.g. "Social Media Manager London"*
- All images have descriptive alt text**
- SSL certificate active (https://)**  
*No SSL = browsers warn visitors your site is unsafe*
- Google Analytics or tracking tool connected**
- Google Business Profile links to your website**

Need a website that actually converts? Book a free strategy call at [thevisibilitylab.co.uk](https://thevisibilitylab.co.uk)