Website Growth Checklist

15 Fixes To Turn *Clicks* Into Customers

SEARCHA STUDIO

BRIGHTENING YOUR BRAND'S ONLINE PRESENCE

Why are we giving this checklist away for free?

Hi, I'm Sarah, founder of Searcha Studio.



After 15 years working in customer experience and digital growth, I created this checklist to help founders quickly spot the fixes that often make the biggest difference online. I genuinely enjoy helping businesses grow, and if this guide gives you clarity and confidence to make better decisions, that's a win in itself.

Benefits Of Completing This Checklist

- Quickly see what may be limiting your website performance
- Focus on practical fixes without feeling too overwhelmed
- Understand where to spend time and money with more confidence
- Get clarity before deciding if deeper support is right for you

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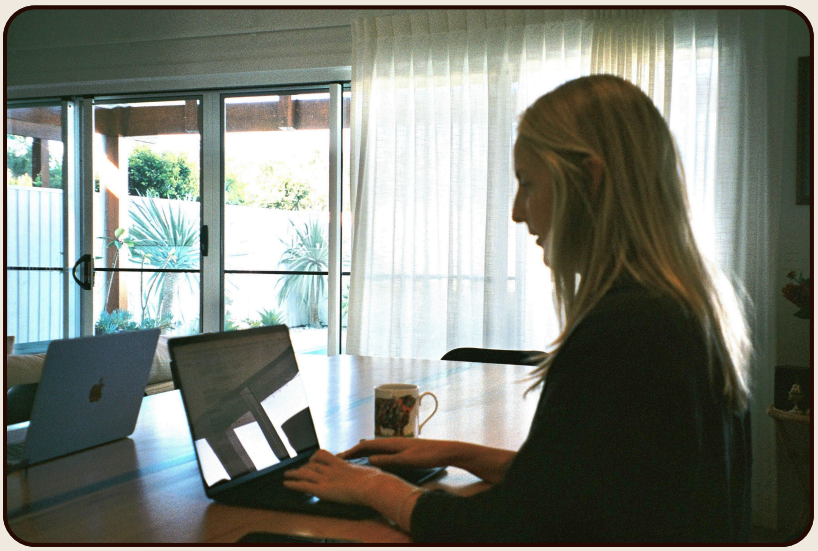
Quickly uncover what's *holding you back.*

Most websites leak sales because of small, fixable issues.

You don't always need a full redesign or a big ad budget to see real growth - sometimes, it's the small things that make the biggest impact. From confusing navigation to slow load times or unclear calls-to-action, even the tiniest friction points can quietly cost you sales every single day.

This 15-point checklist is designed to help you quickly uncover what's holding your website back. Each point focuses on an area that directly affects your visitor's experience - and ultimately, whether they decide to buy, book, or bounce.

Sometimes it's the smallest things that can give your business the biggest leg up and we want to share them with you!



Struggling to find the time? Let us do it for you.

Book a ***FREE*** mini website audit here.

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How To Use This Guide

This guide isn't meant to be completed all at once!

Clarity comes from knowing where to focus, not from trying to fix everything at once.

This checklist is designed to help you see your website more clearly, and from an alternative perspective. It does not replace a tailored strategy or deep technical audit.

You don't need to be an expert to use this guide. If something feels confusing, unclear, or harder than it should be, that insight matters.

This checklist is here to support your judgement and help you make decisions with more confidence!

How To Use This Checklist

- Set aside 5 minutes to work through each section.
- Tick off what you're already doing well, and note where there's room for improvement.
- By the end, you'll have a clear action plan to implement in-house or contact us for assistance.

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15 Fixes To Turn *Clicks* Into Customers

☐ Clarity of Your Website

Can a new visitor understand what you do and who it's for in 3 seconds? Ask friends and family or strangers for their feedback. If the answer is no then make the necessary amendments.

☐ Strong Headlines & Sub-Headlines

Are you using benefit-driven, action-focused language to keep visitors engaged and clicking through your site. Think about what your ideal audience type will feel when they experience your product or services and make sure that you tell them so.

☐ Mobile Optimisation

Ensure text is readable, buttons are tappable, and pages load quickly. Text should be no smaller than 16px on mobile. Most websites are built for desktop whereas 80–90% of their traffic is on mobile. Make sure your site is optimised for the right platform.

☐ Visual Hierarchy

Ensure that your call to action stands out and is not cluttered by visuals or text. Most of the time only one call to action should be used with exceptions on e-commerce websites. Be as descriptive as possible with your CTA's 'Get Your Guide' 'Get The Look Now' 'Buy Now'.

☐ Navigation Simplicity

Limit your top menu items to the essentials only. What do you want your shoppers to see first. Ensure it is included in your main navigation with drop-downs or sub-links to other pages or collections.

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☐ Social Proof

Are you telling visitors to your site what your customers think of you? Are you displaying reviews above the fold or on product pages? Shoppers need to know that you're legit and if they can only see you talking about you then how do they know they can trust you?

☐ SEO Page Titles and Meta Descriptions

Ensure every page on your website is set up using keywords in your Page Titles and Meta Descriptions and early paragraphs for SEO. Google, AI and other platforms need to be able to read what your website or page is about. Keep it natural and speak like a human not AI.

☐ Internal Linking

Add links within your website to other pages. This helps Google and AI crawl your pages and your website. Make sure the pages are relevant and help the user journey i.e. add sub links to niche collections or guides on how to use your product.

☐ Ensure Your Website Is Technically Correct

Use Pagespeed to check your site speed, SEO structure, and accessibility on mobile and desktop. All scores should be above 80. Fix any that aren't.

☐ Trust Signals

Are you telling your customers what your USP's are? Why should they shop with you specifically when they are spoilt for choice online? List credentials, partner logos's, secure checkouts and your guarantees. Will you ship within 24 hours? Will they get their money back if you don't deliver? Whatever it is make sure you're telling your visitors.

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☐ Lead Capture

Getting a potential customer to your website is hard enough, so when they arrive, make sure you collect their details so you can contact them later. Offer a discount code or free download in exchange for their email address.

☐ Conversion Rate Optimisation Psychology

CRO psychology is a huge topic on it's own. It is so important when it comes to building a website that converts and is often overlooked. Whilst I can't teach you everything here, two important factors to focus on are creating urgency and reassurance.

☐ Analytics Setup

Data is everything. Without it you won't be able to see what is working and what's not. Historical data is also incredibly important to determine your focus for the future. Setup your Google Analytics and Google Search Console to track traffic and conversions.

☐ Risk Reversal

Your browsers might love your product or service but there is always an element of risk. Identify why your target audience might not shop with you and give them a reassurance. Do you offer a money back guarantee or lifetime warranty? Make sure you tell them.

☐ Testing One At A Time

Every change to your site can impact the user journey. To make sure your updates are improving results, test one change at a time. If you change everything at once and don't see the results you expected, you won't know what caused it.

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Want to see how *your* site scores?

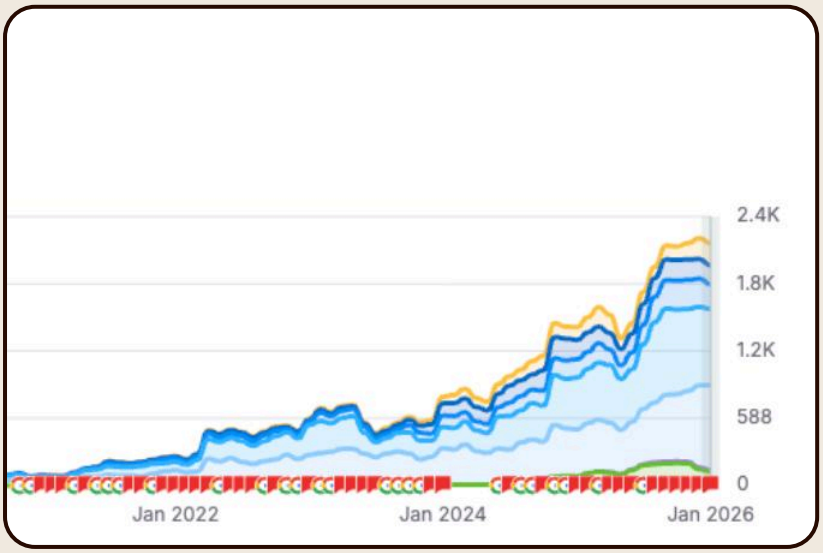
We know how time-poor founders are!

Between running your business, managing your team, and trying to keep your marketing consistent, finding time to optimise your website can feel impossible.

That's where we come in.

At Searcha Studio, we specialise in helping founder-led brands uncover quick, high-impact changes that turn browsers into buyers - without adding more to your plate.

We offer free 30-minute discovery calls to help you spot your opportunities and make a plan to realise your potential.



Struggling to find the time? Let us do it for you.

Book your ***FREE*** discovery call here.

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