

THE 7-POINT WEBSITE CONVERSION CHECKLIST

For Nigerian Businesses Ready to Turn Their Website
Into a Client-Generating Machine

A free resource from **Barastreams** — Your Trusted Digital Tech Partner

www.barastreams.com

How to use this checklist

Work through each of the 7 points. Tick every item your website currently has in place. Leave blank anything missing or you're unsure about. Tally your score at the end and read the diagnosis on the final page.

THE CHECKLIST

Work through each point. Tick what's in place. Leave blank what's missing.

01

A Value Proposition That Speaks to Them, Not You

What your homepage must communicate in the first 5 seconds

- ☐ Your headline speaks to your client's problem or desired outcome, not your company name or services list
- ☐ A visitor can tell within 5 seconds who you serve, what you do, and why it matters to them
- ☐ The language matches how your ideal client actually describes their own problem
- ☐ "Welcome to [Company Name]" is not your opening line

⚠ *If your headline leads with your name and a list of services, fix this before anything else.*

02

Social Proof Where It Matters - Above the Fold

Trust signals must appear before the scroll, not buried on a testimonials page

- ☐ At least one testimonial, result, or client reference is visible without scrolling
- ☐ Client logos or recognisable brand names appear on the homepage (if applicable)
- ☐ Testimonials include the client's name and context, not just a vague quote
- ☐ There is a dedicated page with case studies or portfolio work that shows results, not just screenshots

⚠ *A testimonials page nobody visits is not social proof. Put your strongest proof where it cannot be missed.*

03

A Mobile Experience That Actually Works

70%+ of your visitors are on a phone. Build for them first.

- ☐ The homepage loads and reads cleanly on both iPhone and Android
- ☐ Navigation is usable on mobile; no tiny text, no overlapping elements
- ☐ Your call-to-action button is visible and tappable without zooming
- ☐ You have tested on an actual phone recently, not just resized your browser window

⚠ *Open your site on your phone right now. Anything broken there is breaking for a majority of your visitors every day.*

04

One Clear Call to Action — Not Five Options

Confusion kills conversion. Choose one primary next step and own it.

- ☐ There is one primary CTA that appears consistently throughout the site
- ☐ The CTA is a specific action and not just "Contact Us" or "Learn More"
- ☐ The CTA is visible above the fold on both desktop and mobile
- ☐ The CTA reflects where the visitor is in their decision journey (e.g. "Book a free call" not "Buy now")

⚠ *"Contact Us" is not a call to action. It's an instruction to do work. Make it easier and more specific.*

05

Lead Capture; A Way In Before They Leave

97% of your visitors aren't ready to buy today. Give them a reason to stay connected.

- ☐ There is at least one lead magnet or free resource offered on the site
- ☐ The opt-in form asks for the minimum information needed (usually just name and email)
- ☐ Anyone who signs up receives an automated follow-up, not silence

☐	The lead magnet is genuinely useful to your ideal client, not just a sales brochure
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⚠ *If the only way to contact you is a form at the bottom of a page, you are losing the vast majority of your potential leads.*

06

Page Speed Under 3 Seconds

Slow websites cost you clients before they read a single word

☐	Your site loads in under 3 seconds on a mobile connection
☐	Images are compressed and optimized, not uploaded as raw camera files
☐	You have tested your page speed using Google PageSpeed Insights (free tool)
☐	Your hosting is appropriate for your traffic, not the cheapest shared option available

⚠ *Search "Google PageSpeed Insights", enter your URL, and check your mobile score. Below 50 is actively costing you clients.*

07

An About Page That Builds Trust, Not Just Company History

The About page is one of the most visited pages. Make it count.

☐	There is a real photo of the founder or core team, not a stock image
☐	The page communicates your values and philosophy, not just a founding timeline
☐	There is a clear statement of who you work with and what you stand for
☐	The page ends with a CTA, not just a list of facts about the business

⚠ *Premium clients want to know who they're working with. A company history is not a trust-builder.*

See the score guide in the next page



YOUR SCORE — WHAT IT MEANS

Score	Diagnosis	What to do
25–28	Strong foundation. Your site is set up to convert.	Focus on continuous optimization. A/B test your CTA, improve your case studies, and track conversion rates monthly. You are ahead of most.
18–24	Solid but leaking. You're missing significant opportunity.	Identify your lowest-scoring section and fix it first. Even one or two gaps at this level can cost you 30–40% of potential enquiries.
10–17	Your website is working against you.	Don't invest in ads or more traffic until the foundation is fixed. Start with Points 1, 3, and 4. More traffic to a broken site is wasted spend.
Under 10	Urgent. This is costing your business real money.	You need a strategic rebuild, not a freshen-up. Book a free audit with Barastreams. Every gap here is a direct, addressable opportunity.

Ready to fix the gaps?

Barastreams offers a free consultation to businesses serious about growth. We listen to you to understand where you are with your digital presence and how we can work with you to fix the gaps.

Book your free consultation at barastreams.com

Or DM us directly on LinkedIn or Instagram