

FREE SELF-AUDIT



The 5-Minute Website Conversion Audit

Run it on your own site right now — no tools required.

oxlabs.us | hi@oxlabs.us | +971 52 459 8205

SOFTWARE ENGINEERING · AI AUTOMATION · WEB3 · FINTECH SYSTEMS

HOW TO RUN THIS AUDIT

Open your website in a new tab. Go through each section below and tick what's true. This takes five minutes and needs no tools — just your own eyes, and a phone for the mobile check. Your score and what to fix first is at the end.



SECTION 01

The First 5 Seconds

- ☐ **A first-time visitor can tell what you do within 5 seconds, without scrolling.**

If a stranger can't say what you sell in one glance, most will leave before they find out.

- ☐ **The headline talks about a result or outcome, not just a service name.**

"We build websites" describes you. "Get more customers from your website" sells you.

- ☐ **There's one obvious next step — a single clear button, not five competing links.**

Too many choices above the fold usually means fewer people take any of them.



SECTION 02

Trust & Credibility

- ☐ **There's at least one real testimonial, review, or client name visible without scrolling far.**

Visitors trust other customers more than they trust your own claims about yourself.

- ☐ **Contact information (email, phone, or a real address) is easy to find, not buried in a footer link.**

Hard-to-find contact info reads as "hard to reach if something goes wrong."

- ☐ **The site looks current — no outdated copyright year, broken images, or dead links.**

One obviously stale detail makes a visitor question whether the whole business is still active.



SECTION 03

Speed & Mobile

- ☐ **The site loads in about 2-3 seconds or less on your phone, on regular mobile data.**

Every extra second of load time measurably increases the number of people who leave before it even finishes loading.

- ☐ **Text and buttons are easily readable on a phone without pinching or zooming.**

More than half of most traffic is mobile — a desktop-only design is turning away the majority.

- ☐ **Nothing overlaps, cuts off, or requires horizontal scrolling on a phone screen.**

Visible layout breakage signals low attention to detail before a visitor even reads a word.



SECTION 04

Call-to-Action Clarity

- ☐ **The main button says something specific ("Book a Free Call"), not just "Submit" or "Learn More."**

Specific action language sets a clear expectation, which measurably increases click-through.

- ☐ **The same core action is repeated more than once down the page, not just at the very top.**

Most visitors don't convert on their first exposure to an offer — repetition catches people further down.

- ☐ **There's a low-commitment option (free resource, free call) for visitors who aren't ready to buy yet.**

Without a smaller first step, you lose everyone who isn't ready to commit on the spot.



YOUR SCORE

What Your Audit Says

10-12 checked — Solid foundation. Small refinements from here, not a rebuild.

6-9 checked — Real traffic is likely leaking out at one or two specific points. Worth fixing before you spend more on ads or outreach driving people to it.

Below 6 — Your site is probably costing you customers who never tell you why they left. This is worth fixing before anything else in your marketing.



Want a second pair of eyes on it?

Send us your site. A senior engineer will send back what's actually costing you customers, and what we'd fix first — free, in writing, no call required.

<https://oxlabs.us/lets-talk> →