

QIROVA · CHECKLIST

The 27-Point Website Audit

Above the Fold (1–5)

- Clear value proposition in under 8 words
- Primary CTA visible without scrolling
- Trust signal (logos, rating, or proof) in hero
- Loads in under 2.5s on 4G
- Hero image compressed and lazy-loaded correctly

Positioning & Copy (6–12)

- Headline speaks to a specific ICP
- Sub-headline names the outcome, not the feature
- Every section answers 'so what?'
- Zero jargon or filler adjectives
- Social proof appears within the first two scrolls
- Objection handling before pricing
- CTAs use verbs, not 'Learn more'

Conversion Path (13–18)

- One primary CTA repeated 3+ times
- Form fields reduced to the essentials
- Success/thank-you state confirms next step
- Mobile CTA sticky or reachable with thumb
- Calendly / booking friction under 3 clicks
- Exit intent or secondary lead magnet

Performance & SEO (19–23)

- Lighthouse performance > 90 on mobile
- Meta title < 60 chars with keyword
- Meta description < 160 chars with CTA
- Single H1 per page, semantic H2/H3
- Alt text on every meaningful image

Trust & Polish (24–27)

- Case studies show real numbers, not vague wins
- Testimonials include name, role, company, photo
- Footer has legal, contact, and social
- Zero broken links or console errors

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