

25-Point Website and Lead-Generation Checklist

Use this before you increase ad spend or commission a redesign. Focus on inquiry quality, not vanity traffic.

Offer clarity

Visitors should understand what you do and who it is for within a few seconds.

- ☐ Primary offer is stated above the fold without jargon
- ☐ Ideal customer is clear (trade, contractor, service type, geography if relevant)
- ☐ One primary outcome is named (qualified inquiry, estimate request, consultation)
- ☐ Proof or credibility cue is visible without inventing metrics
- ☐ Competing offers are reduced so the page is not selling five things at once

Conversion path

Traffic without a clean next step rarely becomes pipeline.

- ☐ One primary CTA per key page
- ☐ CTA language matches the offer (not generic Learn More everywhere)
- ☐ Form asks only for fields needed for a useful first reply
- ☐ Mobile tap targets and form fields are easy to use
- ☐ Thank-you / confirmation state tells the visitor what happens next

Tracking and handoff

If you cannot measure inquiries, you cannot improve them.

- ☐ Form submissions create a lead or notification you actually review
- ☐ UTM or source capture exists for paid / email campaigns when used
- ☐ Key conversion events are defined (form submit, booking start, booking complete)
- ☐ Spam protection is present without blocking real buyers
- ☐ Follow-up owner and response expectation are defined internally

Findability and trust

Search and trust support inquiries; they are not the whole system.

- ☐ Title tags and H1 match search intent for core services
- ☐ Service pages exist for the offers you actually sell
- ☐ Contact path, location/service area, and response expectation are easy to find
- ☐ Privacy / terms links are present on forms that collect personal data
- ☐ Site speed and broken links have been checked on mobile and desktop

Campaign readiness

Do not buy more traffic until the inquiry path works.

- ☐ Landing page matches the ad / email promise
- ☐ Secondary links do not send paid traffic into dead ends
- ☐ Lead magnet or resource (if used) connects to one related service
- ☐ Reporting questions are defined before the campaign starts
- ☐ You know what good looks like for inquiry quality, not only click volume

This checklist is educational. It does not guarantee rankings, leads, or sales.

Next step when you want help: book a consultation at <https://cdmsuite.com/consultation> or write support@cdmsuite.com.