

SYNERGY MARKETING

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The Website Health Check

20 things quietly costing you customers — and how to spot them in an afternoon.

A practical guide from the team that runs its own brands on this.

The Website Health Check

A website doesn't fail loudly. It leaks — a slow page here, an unclear call-to-action there — and you only see it in flat sales. Go through these 20 checks across speed, clarity, trust and conversion. Each 'no' is money walking out the door.

Speed & first impression

- **Loads in under 3 seconds** — On mobile, on 4G. Every extra second cuts conversions.
- **Clear in 5 seconds** — A first-time visitor instantly understands what you do and who it's for.
- **No intrusive pop-ups** — Especially on mobile — Google and users both punish them.

Clarity & message

- **One obvious primary action** — Every page makes the next step obvious (call, WhatsApp, enquire).
- **Benefits, not just features** — Copy speaks to the customer's problem, not your service list.
- **Readable on mobile** — Font size, contrast and tap targets all comfortable on a phone.

Trust signals

- **Real proof** — Testimonials, case results, client logos or reviews — not stock claims.
- **Contact details visible** — Phone / WhatsApp / address easy to find on every page.
- **Professional design** — Consistent, current, no broken images or 2015-era templates.
- **Security & privacy** — HTTPS padlock and a clear privacy note build subconscious trust.

Conversion mechanics

- **Working forms** — Every form submits, confirms, and lands the lead somewhere you'll see it.
- **WhatsApp click-to-chat** — In HK, a pre-filled WhatsApp link converts far better than email.
- **Thank-you / next step** — After enquiry, the visitor knows what happens next.
- **Fast contact path** — No one should hunt for how to reach you.

Measurement (you can't fix what you can't see)

- **Analytics installed** — GA4 actually tracking, with key events configured.
- **Conversion tracking** — Enquiries and calls are tracked as events, not guessed.
- **Search Console connected** — So you see what people search to find you.
- **Heat / behaviour insight** — You know where visitors drop off.
- **Regular review** — Someone actually looks at the numbers monthly.
- **One source of truth** — All leads land in one system, not scattered inboxes.

Want us to do this for you?

We'll audit your site against all 20 points and show you the fastest wins — free.

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