

The 5-Minute Conversion Check

Five fast tests to spot where your site is losing customers, before you spend a penny finding out more.

You've got traffic. Maybe you've even got a decent product. But something between the click and the sale isn't working. These five checks cover the same ground a professional audit starts with — run them on your own site in about five minutes.

1

Value proposition clarity

Land on your own homepage as a stranger. Within 5 seconds, can you tell what the business does, who it's for, and why it matters? If you have to scroll or think about it, so does every visitor.

2

One clear call-to-action per page

Look at your homepage and your highest-traffic landing page. Is there one obvious next step, or are you asking visitors to “buy now”, “read more” and “follow us” all at once? Competing CTAs dilute all of them.

3

Trust signals near the decision point

Check the page where someone actually decides to buy or sign up (product page, pricing page, checkout). Are reviews, guarantees or security badges visible right there, or only on a separate “testimonials” page nobody visits?

4

Mobile usability, not just mobile-friendly

On your phone, can you tap every button first time, read every line without pinching to zoom, and reach checkout or sign-up without extra scrolling? “It looks fine on mobile” and “it works on mobile” are different things.

5

Form and checkout friction

Count the fields on your longest form (checkout, sign-up, contact). Every field that isn't strictly necessary is a reason for someone to abandon it. Most forms can lose two or three fields with no loss of useful data.

TWO AI PROMPTS TO GO DEEPER

Paste these into ChatGPT or Claude alongside your homepage copy or URL.

PROMPT 1 — HOMEPAGE CLARITY

“Read this homepage copy as a first-time visitor with no context. In one sentence, tell me what you think this company does, who it's for, and what they want me to do next. Then tell me exactly which sentence or section made that unclear, if any.”

PROMPT 2 — CALL-TO-ACTION AUDIT

“Here is a list of every button and link on my homepage: [paste them]. Tell me which ones use vague, generic language versus specific, outcome-focused language, and suggest a stronger version for each vague one.”

WHAT IS THIS ACTUALLY COSTING YOU?

A rough gut-check, not a forecast: take your average monthly site visitors, multiply by your current conversion rate, then multiply again by even a modest 1 percentage point improvement. That difference is revenue sitting on the table every single month.

The DIY Toolkit's Revenue Forecast Worksheet builds this out properly with your real numbers, broken down monthly and annually — this is just the back-of-envelope version.

If you couldn't confidently tick 4 or 5 of the checks above, that's very likely where you're losing conversions right now.

THIS IS THE SHORT VERSION

PREFER TO DO IT YOURSELF, PROPERLY?

DIY UX Audit Toolkit

£49.99 · instant access

The full 10-point heuristic checklist, an effort-vs-impact prioritisation matrix, all 20 AI prompts, and the complete Revenue Forecast Worksheet. Self-paced, in Notion.

nofrictionlab.co.uk/ux-audit-toolkit →

WANT AN EXPERT TO DO IT FOR YOU?

UX & CRO Audit

£99 · rising to £199

An AI scan across 75+ checkpoints, reviewed and written up by a human expert. Prioritised PDF report delivered in 3–5 business days.

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