Clynico Strategies — Website Conversion Audit Blueprint

A structured framework used to evaluate whether a website converts attention into qualified conversations.

Section	Description
Traffic Sources	Identify where visitors originate and what intent they carry.
Message Clarity	Evaluate whether the homepage communicates the value proposition quickly.
Offer Structure	Assess whether the offer is understandable and compelling.
Call■to■Action Path	Analyze whether users are guided toward meaningful actions.
Trust Signals	Review credibility indicators such as testimonials, expertise, and authority content.
Conversion Friction	Identify barriers preventing users from contacting or purchasing.
Mobile Experience	Evaluate usability and conversion flow on mobile devices.
Analytics Review	Assess tracking and data visibility for decision making.