

The 10-Part Website Lead Generation Checklist

Use this checklist to find the weak links between a website visit and a serious business enquiry. It is designed for owners, marketers and consultants - no technical background required.

10	areas to review
100	possible points
3	priorities to fix first

How to use it: score every area from 0 to 10. Choose your three lowest scores. Improve those before adding more pages, traffic or decorative features.

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Can the right visitor understand and trust you?

The first five areas determine whether a visitor understands the offer, recognizes that it is relevant, and feels safe taking the next step.

1

Message clarity

Check: Can a first-time visitor explain what you do, who it is for and why it matters after five seconds?

Action: Replace broad slogans with a specific result, audience and service. Keep one clear headline above the fold.

2

Audience and problem fit

Check: Does the copy describe real problems your best prospects already recognize?

Action: Use the language from sales calls, enquiries and customer questions. Remove claims that could apply to any business.

3

Offer and next step

Check: Is there a useful, low-risk first step for someone who is interested but not ready to buy?

Action: Offer a checkup, estimate or fit review with a clear scope and response expectation.

4

Trust evidence

Check: Can visitors verify who you are, what you have done and how you work?

Action: Use real project evidence, founder identity, process details and honest limitations. Never invent results or testimonials.

5

Mobile usability

Check: Can someone read, navigate and submit the form easily on a normal phone?

Action: Test real devices. Fix clipped text, tiny controls, horizontal scrolling and CTAs hidden behind menus or popups.

Can interest become a measurable enquiry?

A website becomes a lead system only when the action path, form, measurement and follow-up work together.

6

Primary call to action

Check: Does every important page have one obvious action that matches the visitor's intent?

Action: Use one primary CTA label consistently. Place secondary actions only where they reduce uncertainty.

7

Lead form reliability

Check: Is the form short, understandable, protected from spam, and tested from submission to notification?

Action: Ask only what you need for the first reply. Store every submission and test the notification regularly.

8

Source and event tracking

Check: Can you see which page, campaign and action produced each enquiry?

Action: Track form starts, successful submissions, CTA clicks, campaign tags, landing page and referrer. Count only confirmed submissions as leads.

9

Follow-up system

Check: Does every lead receive a timely reply, owner, status and next action?

Action: Use a simple pipeline: New, Contacted, Qualified, Proposal, Won or Lost. Record a next action and date for active leads.

10

Speed, search and technical trust

Check: Does the site load securely and give search engines a clean, indexable structure?

Action: Check HTTPS, mobile speed, page titles, headings, internal links, sitemap, robots, Search Console and broken links.

Score it, then fix the weakest links

Write one score for every area. A low total does not mean the business is weak - it shows where the website system needs attention.

Area	Score / 10	Evidence or problem found
1. Message clarity		
2. Audience and problem fit		
3. Offer and next step		
4. Trust evidence		
5. Mobile usability		
6. Primary call to action		
7. Lead form reliability		
8. Source and event tracking		
9. Follow-up system		
10. Speed, search and technical trust		
Total	/ 100	

0-39	Urgent foundation work	Fix clarity, trust and lead capture before buying traffic.
40-59	Important gaps remain	Prioritize the three weakest links.
60-79	Solid base	Improve and measure one element at a time.
80-100	Strong foundation	Test offers, messages and traffic quality.

Want a second opinion? Request a free human website checkup at ibtikarz.com/free-website-checkup/. No passwords are required.

This checklist is educational and does not promise rankings, enquiries or sales. Results depend on the offer, market, traffic, execution and follow-up.