



Website Design Checklist

Common Lacks in Web Design for Lead Generation

- Poor user experience and confusing navigation causing high bounce rates.
- Cluttered layouts without clear visual hierarchy and distracting elements.
- Weak or unclear Calls to Action (CTAs) that fail to guide visitors toward conversion.
- Non-responsive designs that frustrate mobile users.
- Slow page load speeds leading to early visitor drop-off.
- Lack of trust signals such as testimonials, certifications, and privacy assurances.
- Complicated or lengthy lead capture forms causing abandonment.
- Missing integration with Google Ads tracking and remarketing pixels.

Detailed Website Design Checklist

Keyword and Target Audience Research

- Understand your ideal leads ' needs and motivations.
- Structure site navigation and content to match user intent.

Clear and Simple Navigation

- Intuitive menus with minimal options.
- Search functionality for easy access.

Visual Hierarchy and Layout

- Place key content and CTAs 'above the fold.'
- Use whitespace to reduce clutter.
- Maintain consistent branding colors and fonts.

Mobile Responsiveness

- Ensure seamless performance on various device sizes.
- Conduct testing across multiple screen dimensions.

Loading Speed

- Optimize images and scripts.
- Enable caching to reduce load times.

Strong and Clear CTAs

- Use decisive action wording like 'Get a Free Quote.'
- Strategically position CTAs throughout the site.

Trust and Credibility Elements

- Showcase testimonials, client logos, case studies.
- Display security and privacy assurances.

Optimized Lead Capture Forms

- Keep forms concise.

Utilize progressive profiling for additional data over time.

Clearly communicate privacy policies.

Integration and Tracking

Implement Google Ads conversion tracking and remarketing tags.

Use analytics to monitor user behavior and conversion paths.

How Tecfreakz Solve These Core Problems

Expert website analysis to create user-centered, conversion-optimized layouts.

Google search ads focused on intent-based keywords, driving engaged leads, not just traffic.

Optimization of CTAs and simplified forms to reduce lead drop-off due to confusion.

Mobile and speed performance enhancements for a seamless user experience.

Incorporation of trust elements to build confidence and reduce hesitancy.

Lead nurturing via tracking and remarketing ensures higher return on marketing investments.

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