

Generate *more* LEADS & SALES *on* Your Website

Pixel Perfect's checklist of crucial elements that
determine your website's success.

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We know that a successful website is more than just good design—it's a powerful business tool.

These are the **critical areas** Pixel Perfect evaluates when reviewing a potential client's website to ensure it's driving results, engaging visitors, and setting the stage for growth.

1. Overall Look & Feel

The first thing visitors notice is how the website looks and feels. This sets the tone for **user trust and engagement**.

- Does it look credible, professional, and current?
- Does it look like it was done professionally or DIY?
- Does it use high-quality visuals and proprietary images?
- Are pages set up to be scannable, or does it use long content blocks?
- Is the brand identity consistent across all pages (colours, fonts, tone)?
- Does the website evoke trust and credibility through its design elements (testimonials, client logos, etc.)?
- Are there clear pathways for different visitor types (e.g. self-identification prompts for different industries, needs, etc.)?
- Is it optimized for all devices?

2. Value Proposition

Once the look and feel capture attention, the value proposition must clearly explain **why users should stay and engage**.

- Is it clear what is being offered and why you're different?
- Do you focus on the customer and how you solve their problem?
- Is the messaging consistent across the homepage, landing pages, and product/service pages?
- Are you speaking to the customer's pain points and positioning your solution as the answer?

3. Calls to Action (CTAs)

CTAs are the bridge between user **interest and conversion**.

- Are you asking for the sale or suggesting visitors take the next step?
- Are CTAs placed strategically throughout the website?
- Is there a clear next step for doing business with you?
- Are the CTAs action-oriented and compelling enough to generate clicks (e.g., 'Get Started' vs. 'Submit')?
- Are you using urgency or social proof near CTAs (e.g., limited offers, testimonials)?

4. Speed & Performance

Slow performance or poor SEO can undo the hard work put into design, messaging, and CTAs.

- Does the website load quickly? Visitors decide in seconds if they will stay or go.
- Do images lag when loading?
- Does the website still work correctly on mobile devices?
- Is the website SEO-optimized (e.g., are you using alt tags, proper headings, and meta descriptions)?

Is your website **HELPING** *or* **HURTING** your business?

If you're worried that missing some of these crucial elements could be costing you clients and credibility, you're not alone. We know how frustrating it can be to have a website that underperforms. **Book a call or request a quote**, and we'll help you turn your website into an optimized business tool that grows your business.

<https://www.pixelperfectweb.ca/contact>