

Is your website winning customers, or losing them?

21 professional checks you can run yourself in 10 minutes. No technical knowledge required.

Prepared by Ufuk Cosgun · Web Design & Software · 22+ years of experience · 420+ projects

Mobile responsiveness and SSL are not on this list; they are table stakes now. This list measures what comes next.

01 The First 3 Seconds

Visitors decide whether to stay within seconds; these four checks decide that moment.

- ☐ 01 Above the fold, it is clear what you do, who you serve and why you
- ☐ 02 The design looks current, not five years old
- ☐ 03 One clear call to action is visible without scrolling
- ☐ 04 Real photos, not stock images

02 Speed & Core Web Vitals

Google now ranks sites by user-experience metrics.

- ☐ 05 Google PageSpeed score 90+ (pagespeed.web.dev, free)
- ☐ 06 LCP under 2.5 seconds (time until the main content appears)
- ☐ 07 No CLS issues: the page does not jump while loading
- ☐ 08 Images in WebP with lazy loading, fonts optimized

PRO TIP

According to Google, the probability of a visitor bouncing rises by 32% when a mobile page takes 3 seconds to load instead of 1.

03 Findability on Google

A site that cannot be found does not exist; these five checks help Google understand you.

- ☐ 09 Every page has a unique title and meta description
- ☐ 10 Search Console set up, sitemap submitted, pages indexed (site:yourdomain.com)
- ☐ 11 Schema.org structured data in place
- ☐ 12 Canonical and Open Graph tags correct
- ☐ 13 Google Business Profile claimed, current and collecting reviews

Stuck on one of these? The answer is a 10-second WhatsApp message away: wa.me/905327852480

04 AI Visibility

Your customers now ask ChatGPT and AI search; you need to show up there too.

- ☐ 14 Ask an AI about your business: does it give correct, current information?
- ☐ 15 Your content answers real customer questions (FAQ, clear answers)

05 Trust

People buy from people they trust, not from companies.

- ☐ 16 Customer reviews and references are visible on the site
- ☐ 17 The about page tells a human story; a face is visible
- ☐ 18 Contact details are one click away on every page and consistent everywhere

06 Conversion & Measurement

You cannot grow what you do not measure; most sites fail these three.

- ☐ 19 WhatsApp / quick contact is one tap away, forms ask at most 3-4 fields
- ☐ 20 GA4 installed with conversion tracking: you know how many visitors become leads
- ☐ 21 A tool like Microsoft Clarity shows where visitors give up

PRO TIP

Most sites I review fail 8-12 checks. The first 3 fixes usually deliver the biggest jump.

YOUR SCORE 1 point per check

- **18-21** Excellent! Your site is in the top league; fine-tuning can push it further.
- **13-17** Solid foundation. 2-3 critical fixes could unlock a serious jump.
- **0-12** Your site is most likely losing customers. Let us talk about rebuilding it.

How many checks did you miss?

If it is 5 or more, you are not alone; most sites fail 8-12. If you like, let us look at your site together: in a free 15-minute analysis I will pinpoint which gap is actually costing you customers.

This is not a sales call. You get a clear diagnosis; the decision stays yours.

MESSAGE ME ON WHATSAPP

wa.me/905327852480

Scan with your phone, your message is ready.



22+

Years of Experience

420+

Completed Projects

3

Languages Served (TR · EN · DE)

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