

THE TRADES WEBSITE CONVERSION CHECKLIST

14 MUST-HAVE ELEMENTS EVERY TRADES WEBSITE NEEDS TO
TURN VISITORS INTO BOOKED ESTIMATES. FREE — NO STRINGS ATTACHED.

14

ELEMENTS

3

CATEGORIES

3

PAGES

HOW TO USE THIS CHECKLIST

Review each of the 14 elements against your current website. Check off what is already in place. Every unchecked item is a conversion leak. Page 3 explains what to prioritize and why.

UNDERSTANDING YOUR RESULTS

WHAT YOUR SCORE MEANS.

Each unchecked item is a conversion leak. Use your score to find your grade and prioritize what to fix first.

13-14 CONVERSION-READY

Your site is working hard. Focus on driving more traffic — your site will convert it.

9-12 SOLID BUT LEAKING

Good foundation with a few gaps. Each unchecked item is likely costing you 1-3 leads per month.

5-8 SIGNIFICANT GAPS

Your site is not converting its traffic. Fix First Impressions and Trust categories first.

0-4 REBUILDING NEEDED

Visitors are landing and leaving. A professional rebuild will pay for itself within 60-90 days.

WHY EACH ELEMENT MATTERS

Your business name, city & service visible without scrolling

Visitors decide in 5 seconds whether to stay. If they cannot tell what you do and where, they leave.

Headline speaks to the customer problem

Nobody cares about your company name yet. "Fast HVAC Repair in Edmonton" beats "Welcome to Smith Heating."

Single prominent CTA above the fold

Multiple CTAs create hesitation. One clear next step — call, book, or quote — creates action.

Phone number visible top right on every page

This is where customers look first. If it takes more than 2 seconds to find your number, you lose calls.

Site loads under 3 seconds on mobile

Google penalizes slow sites. Customers abandon them immediately. Speed is revenue.

Before/after project photos prominently displayed

Real photos of your work are the single most powerful trust signal for trades businesses.

Google review count and stars on homepage

Showing your 4.8-star / 120+ review rating converts browsers into callers instantly.

License, insurance, certifications stated

Homeowners hiring trades businesses are taking a risk. Credentials remove anxiety and justify pricing.

Team or owner photo on homepage

People hire people. A real face — especially the owner — builds trust no copywriting can replicate.

Brand logos (Google, BBB, associations) shown

Third-party badges borrow trust from institutions your customers already trust.

Each service has its own page with unique URL

A single "Services" page ranks for nothing. "Furnace Repair Edmonton" as its own page ranks and converts.

Contact form asks name, phone, service only

Every extra field reduces completions. Ask only what you need to make first contact.

Automated response sent immediately after submission

If a form is submitted and no reply comes for 2 hours, they have already called your competitor.

Site fully functional on mobile

Over 70% of trades website traffic is mobile. Buttons too small to tap means jobs going elsewhere.

WANT US TO AUDIT YOUR WEBSITE FOR FREE?

BOOK YOUR FREE 30-MINUTE STRATEGY CALL AT [KREATEX.COM](https://kreatex.com) | 587-841-5507 | CONTACT@KREATEX.COM