

UMATTR Website Guidebook

A practical checklist for turning an outdated site into a clearer sales tool.

What to fix first

1. Make your offer obvious within the first screen.
2. Use one main call to action above the fold.
3. Keep mobile text large, spaced well, and easy to tap.
4. Show trust early with photos, process, reviews, or guarantees.
5. Remove dead links, cluttered menus, and unclear service names.

What helps conversion most

1. A homepage headline that says exactly what you do.
2. A contact path that works in one tap or one click.
3. Real service pages built around what customers search for.
4. Clean images and fast loading on phones.
5. Simple proof that you are legitimate and easy to work with.

Before you spend on ads

1. Check whether the site explains the offer in under 5 seconds.
2. Make sure the button text tells visitors what happens next.
3. Track where leads come from so you can see what is working.
4. Review the site monthly so it does not go stale.

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