Pest Control Website Audit Checklist

Stop losing leads. Fix your website today.



Your website is your most important marketing asset. Every dollar you spend on ads, SEO, and social media drives traffic to your website. If your website doesn't convert visitors into leads, you're pouring money into a leaky bucket. Use this checklist to identify exactly where your website is failing and what to fix

PART 1: The 10-Second Test

Most visitors judge your website in 10 seconds. If they can't immediately understand these three things, they leave.

- ☐ **What do you do?:** Visitors know instantly this is a pest control company
  - 💡 *Your headline should clearly say 'pest control' - not just 'professional services'*
- ☐ **Who do you serve?:** Your service area is visible (city, county, or region)
  - 💡 *Include your city name in the headline or prominently near the top*
- ☐ **How do I contact you?:** Phone number and/or contact form visible without scrolling
  - 💡 *Test this: Can a stranger find your phone number in under 5 seconds?*

PART 2: The 7 Conversion Elements

Every pest control website needs these seven elements to turn visitors into phone calls.

1. Clear Value Proposition Above the Fold

- ☐ Headline communicates what you do, your unique advantage, and why visitors should care
- ☐ Headline includes your city or service area
- ☐ Headline includes a benefit or guarantee
  - 💡 *Good example: 'Same-Day Pest Control in Charlotte - 100% Guaranteed or Your Money Back'*

2. Visible, Clickable Phone Number

- ☐ Phone number is in the header of every page
- ☐ Phone number is large enough to read on mobile
- ☐ Phone number is clickable (one tap to call on mobile)
  - 💡 *68% of pest control searches happen on mobile. One tap should start a call.*

3. Simple Contact Form Above the Fold

- ☐ Contact form is visible without scrolling
- ☐ Form only asks for essential info: name, phone, email, message
- ☐ Form actually works (test it monthly!)
  - 💡 *Every extra field reduces conversions by 10-15%. Get details on the phone.*

4. Service Area Clarity

- ☐ Service area is listed prominently on homepage
- ☐ Specific cities or counties are named

- ☐ Location-specific pages exist for each major city you serve
  💡 *Don't make visitors guess if you serve their area.*

5. Social Proof - Reviews and Testimonials

- ☐ Google reviews displayed (star rating and/or review widget)
- ☐ 3-5 customer testimonials with names (photos if possible)
- ☐ Trust badges displayed (Google Guaranteed, BBB, certifications)
- ☐ Reviews and testimonials are current (updated within last 3 months)
  💡 *75% of people judge credibility based on reviews and social proof.*

6. Clear Calls-to-Action Throughout

- ☐ Multiple CTAs on homepage ('Call Now', 'Get Quote', 'Schedule Online')
- ☐ CTA buttons stand out visually (contrasting color)
- ☐ Buttons are large enough to tap on mobile
- ☐ At least 3 contact opportunities visible by bottom of homepage
  💡 *Don't make visitors hunt for how to contact you.*

7. Mobile Optimization

- ☐ Text is readable without zooming on phone
- ☐ Buttons are large enough to tap with a thumb
- ☐ Forms work properly on mobile keyboards
- ☐ Pages load in under 3 seconds on mobile
- ☐ Images load properly and don't slow down the page
  💡 *Google ranks mobile-friendly sites higher in search results.*

PART 3: Run These 4 Diagnostic Tests

Test 1: The 10-Second Test

Hand your phone to someone who doesn't know your business. Show them your website for 10 seconds, then take the phone away. Ask: What does this company do? Where do they serve? How would you contact them?

- ☐ Stranger could answer all three questions

Test 2: The Mobile Friction Test

Pull up your website on your phone. Time how long it takes from page load to actually initiating a phone call.

- ☐ Time to call is under 5 seconds
- ☐ Contact form is easy to complete on mobile

Test 3: The Conversion Math Test

Pull your Google Analytics data for the last 30 days. Calculate: (Leads ÷ Visitors) × 100 = Conversion Rate %

- ☐ I know my conversion rate (if not, that's problem #1)

  My conversion rate: _____%

  Benchmarks: Below 2% = needs serious work | 2-4% = average | Above 4% = good | Above 6% = excellent

Test 4: The Speed Test

Go to PageSpeed Insights (free Google tool) and enter your website URL.

☐ Mobile speed score is above 50 (ideally above 70)
My mobile speed score: _____

💡 *If a page takes more than 3 seconds to load, 40% of visitors abandon it.*

PART 4: Three Quick Fixes You Can Do Today

These changes take about 30 minutes and can immediately improve your conversion rate.

☐ Fix 1: Add a large, clickable phone number to your header (check theme settings)
☐ Fix 2: Simplify your contact form - keep only name, phone, email, message
☐ Fix 3: Add your service area to your homepage headline or near the top

PART 5: Should You Fix or Rebuild?

Fix your current website if:

☐ It's mobile-friendly
☐ It loads reasonably fast
☐ You can make changes without paying a developer
☐ The structure is decent but conversion elements are missing

Rebuild your website if:

☐ It's not mobile-responsive at all
☐ It's built on an outdated platform
☐ Simple changes require paying a developer hundreds of dollars
☐ It takes more than 5 seconds to load
☐ The design looks 10+ years old
☐ It was built before 2020

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From the Marketing That Actually Works Podcast
Episode 4: Your Website is Losing You Money - Here's How to Fix It

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