

# Website + local SEO + conversion audit checklist

A practical document to assess whether a small business website is truly clear, credible and ready to generate qualified calls, enquiries and leads.

EN - Swiss Signal Edition

## Core audit areas

■	Offer and clarity	
■	Conversion path	
■	Trust and credibility	
■	Local SEO signals	
■	GBP alignment	
■	Tracking and follow-up	

**Use this checklist to spot the structural gaps that slow qualified enquiries.**

## Contact

swissignalagency.ch

contact@swissignalagency.ch · +41 76 521 93 74

Switzerland · multilingual · national