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The Website That Converts

A rebuild checklist for businesses tired of paying for traffic that bounces

Structure, speed, messaging and forms — the four levers that decide whether the traffic you already buy turns into enquiries.

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info@mgdigirowth.com · +91 96761 23747 · www.mgdigirowth.com

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Who this is for

Marketing owners planning a redesign, and anyone whose paid traffic is converting below expectation.

Diagnosing whether you have a traffic problem or a site problem

If click-through is healthy and enquiries are not, the problem is after the click. Compare conversion rates by landing page and by device before buying more traffic.

- Segment by source: paid, organic and direct rarely convert alike.
- Watch ten session recordings before changing anything.
- Check form completion separately from form starts.

Information architecture for buyers, not org charts

Most sites are organised the way the company is organised. Buyers search by problem, service or location. Rebuild the navigation around how people actually ask, and rankings usually improve as a side effect.

Core Web Vitals without a rewrite

- Serve modern image formats with explicit dimensions and lazy loading.
- Audit and remove unused third-party tags — chat, heatmaps, abandoned pixels.
- Reserve space for anything injected after load.
- Subset fonts and defer non-critical JavaScript. Most sites pass after these four.

Messaging hierarchy on the pages that matter

Above the fold: what it is, who it is for, what to do next. Then proof. Then detail. Visitors rarely read in order, so each block should stand on its own.

Match landing page headlines to the ad or search query that brought the visitor.

Forms, friction and follow-up

Every extra field costs completions. Ask only what qualifies, enrich the rest afterwards, and make sure someone responds within a working day — speed of response affects conversion more than form design.

Migrating without losing rankings

Export every URL with its traffic and links, map each to a destination, preserve ranking content, and check redirects resolve in one hop. Verify robots directives and canonicals on launch day, then monitor the top fifty pages for ninety days.

A 30-day post-launch monitoring plan

Week one: crawl errors, index coverage, tracking integrity. Weeks two to four: page-level traffic against the pre-launch baseline, conversion rate by template, and Core Web Vitals from field data. Resist broad changes during this window.

Want this applied to your business?

We audit what you have, tell you what is actually limiting growth, and scope the work that fixes it. No obligation on the first call.

Hop on a call

info@mgdigigrowth.com · +91 96761 23747 · wa.me/919676123747

MG DigiGrowth, Hyderabad, Telangana, India