

The Website QA Audit.

10 silent defects costing your business customers — filed as bug tickets, with the exact diagnostic command and fix criteria for each.

FORMAT	Self-audit · 10 tickets · Weighted scorecard
READ TIME	12 minutes · 25 minutes to verify on your site
AUDIENCE	El Paso service businesses, \$2K–\$100K/mo revenue, site older than 12 months
AUTHORED	VenPro Solutions

WHAT'S INSIDE

WEB-001 No Clear Conversion Path	P0	WEB-006 Bloated Navigation	P1
WEB-002 Mobile Experience Degraded	P0	WEB-007 SEO Foundation Missing	P2
WEB-003 Page Load Performance Failure	P1	WEB-008 Conversion Tracking Absent	P2
WEB-004 Trust Signals Missing	P1	WEB-009 Stale Content in Production	P2
WEB-005 Generic Messaging	P1	WEB-010 Single Lead Capture Path	P2

FOREWORD

Written like a bug report, because it is one.

Most "top 10 website mistakes" guides read like horoscopes — vague, universally applicable, impossible to act on. This one is a bug tracker.

VenPro is a digital marketing agency that borrows its method from software quality assurance. When an engineer finds a defect, they don't write a recommendation — they file a ticket with a severity, steps to reproduce, expected versus actual behavior, and fix criteria that say exactly when the bug is closed. That's the standard we hold marketing websites to.

Every ticket in this audit follows that structure. You can verify each defect on your site in under two minutes using the diagnostic command we give you. You'll know objectively whether the bug is open — no opinion, no hedge.

HOW TO USE THIS AUDIT

Pass 1 — Triage (5 min). Skim every ticket. Note which ones look likely.




Pass 2 — Verify (20 min). Run each diagnostic command on your live site. Confirm or dismiss.

Pass 3 — Score (2 min). Tally weighted points using the scorecard. Band tells you what to do next.

WHAT THIS AUDIT DOES NOT COVER

Brand strategy. Copywriting at a line level. Paid media performance. Accessibility WCAG compliance beyond contrast and tap targets. Backend infrastructure. If you score well here and still aren't growing, the problem is likely in one of those layers — which is a different audit.

SEVERITY LEGEND

	P0	Critical	Fix this week. Actively losing money or trust. Weighted 3 pts.
	P1	High	Fix this month. Significantly limiting performance. Weighted 2 pts.
	P2	Medium	Fix this quarter. Compounds over time. Weighted 1 pt.

"An open defect on a website is a standing order to lose revenue. The longer it stays open, the more it compounds — and unlike software bugs, nobody pages you when it fires."

METHOD

Severity × Effort. Fix the top-left first.

Severity alone tells you what matters. Effort alone tells you what's easy. Plotting both tells you what to ship this week versus what to schedule versus what to defer. This is the framework we use internally on every VenPro engagement.

	LOW EFFORT < 1 day	HIGH EFFORT > 1 day
HIGH SEVERITY · P0 / P1	<p>SHIP NOW</p> <p>CTA above fold, missing meta titles, broken mobile tap targets, stale "Coming Soon" pages. Fix in one afternoon; stop the bleed.</p>	<p>SCHEDULE SPRINT</p> <p>Page weight reduction, trust-signal overhaul, navigation restructure, case-study production. Scope a two-week sprint; don't patch.</p>
LOW SEVERITY · P2	<p>BATCH NEXT QUARTER</p> <p>GA4 event tuning, schema expansion, footer hygiene, minor copy polish. Bundle into a monthly maintenance window.</p>	<p>DECLINE OR DEFER</p> <p>Custom analytics dashboards, redesigns chasing trends, feature additions unrelated to conversion. Say no until the top-left is clean.</p>

Why this matters for scoring. The self-assessment on page 9 weights P0 defects at 3 pts, P1 at 2 pts, P2 at 1 pt. Two P0s score worse than four P2s — because they should.

Rule of thumb: if you fix only three defects this quarter, make sure at least two of them are top-left quadrant. High-severity, low-effort wins are the ones clients feel within 30 days.

TICKETS 01-02 · CRITICAL (P0)

The ones that bleed money today.

WEB-001 **No Clear Conversion Path**

P0 · CRITICAL

Visitors arrive, freeze, leave — because nothing tells them what to do next.

- DIAGNOSTIC Open your homepage in an incognito window. In the first 5 seconds, name the *single* action the page wants you to take. If you hesitate or name two, defect is open.
- EXPECTED One primary CTA visible above the fold, with an action verb (Book, Get, Start, Request).
- ACTUAL Multiple competing CTAs, passive language ("Learn More"), or no visible CTA without scrolling.
- IMPACT Direct conversion loss on every session. This is the defect that makes ad spend feel broken.
- FIX CRITERIA [] One primary CTA above the fold using an action verb.
 [] CTA visually distinct (contrast ratio ≥ 4.5:1) and repeated mid-page and in footer.
 [] Secondary CTAs, if any, are visually demoted — never same weight as primary.
- EFFORT Low · design tweak + copy revision, typically < 1 day.

WEB-002 **Mobile Experience Broken or Degraded**

P0 · CRITICAL

The majority of your traffic is on a phone. Have you actually tested it there — or just on your laptop?

- DIAGNOSTIC Run `pagespeed.web.dev` on your homepage, Mobile tab. Also: load the site on your own phone and complete your primary conversion action.
- EXPECTED Lighthouse Mobile score ≥ 90 across Performance, Accessibility, SEO. All primary actions completable one-handed without pinch-zoom.
- ACTUAL Tap targets under 44px, horizontal scroll, hero text clipped, forms that don't auto-advance fields, phone number that isn't click-to-call.
- IMPACT Silent loss of your single largest traffic segment. Often invisible in desktop-only QA.
- FIX CRITERIA [] All tap targets ≥ 44x44px. Zero horizontal scroll on any page at 375px viewport.
 [] Lighthouse Mobile score > 90 on Performance, Accessibility, SEO.
 [] Phone numbers use `tel:` links. Email uses `mailto:`. Forms use correct `inputmode`.
- EFFORT Medium to high · depends on whether layout was built mobile-first.

TICKETS 03-04 · HIGH (P1)

The ones that cap your growth.

WEB-003 Page Load Performance Failure

P1 · HIGH

Slow sites bleed money on every session — and the bleed compounds with paid traffic.

DIAGNOSTIC	pagespeed.web.dev · Mobile · check Largest Contentful Paint (LCP) and total page weight under the Network panel in Chrome DevTools.
EXPECTED	LCP under 2.5s on mobile. Total transferred page weight under 2 MB.
ACTUAL	Uncompressed hero images (3-8 MB), render-blocking scripts, five tracking pixels, no caching headers, webfont flash.
IMPACT	Elevated bounce on mobile, lower ad Quality Scores, worse organic rankings (Core Web Vitals).
FIX CRITERIA	<ul style="list-style-type: none"> <input type="checkbox"/> Largest Contentful Paint < 2.5s on mobile at the 75th percentile. <input type="checkbox"/> Page weight < 2 MB. Hero images served as WebP or AVIF, properly sized, lazy-loaded below the fold. <input type="checkbox"/> No render-blocking third-party scripts in the critical path.
EFFORT	Low to medium · image optimization is fast; script audit takes a half-day.

WEB-004 Trust Signals Missing or Hidden

P1 · HIGH

Visitors don't trust strangers. Your homepage is a cold introduction — treat it like one.

DIAGNOSTIC	Screenshot your homepage above the fold. Count: testimonials with a real name, client logos, certifications, measurable results. If the total is under three, defect is open.
EXPECTED	Three or more distinct trust elements above the fold. At least one specific, measurable result ("increased X by Y%") on the homepage.
ACTUAL	Stock testimonials ("Great service! — J.S."), no logos, vague outcome claims, certifications buried in the footer.
IMPACT	Higher cost per acquisition. Longer sales cycles. Form submissions that go quiet after a quote.
FIX CRITERIA	<ul style="list-style-type: none"> <input type="checkbox"/> Three or more trust elements above the fold (named testimonial, client logo row, certification, measurable result). <input type="checkbox"/> At least one specific, measurable case study result on the homepage — a number, a timeframe, and a named client or industry. <input type="checkbox"/> Testimonials attribute a full name, a title, and ideally a photo or company logo.
EFFORT	Medium · production work to get clean testimonials and one real case study.

TICKETS 05-06 · HIGH (P1)

The ones that make you forgettable.

WEB-005

Generic Messaging That Doesn't Speak to the Customer

P1 · HIGH

If your headline could belong to any competitor with their name swapped in, it's failing.

DIAGNOSTIC	Paste your hero headline into a doc. Replace your company name with a competitor's. If it still reads as true, defect is open. Also: use Ctrl-F to count "you" vs "we" on your homepage.
EXPECTED	Headline names a specific customer problem, outcome, or transformation. "You" mentions ≥ "we" mentions.
ACTUAL	"We are a full-service digital agency committed to excellence and innovation." (Could be any firm, anywhere.)
IMPACT	Visitors can't distinguish you from three competitor tabs open next to yours. Conversion rate depresses across the whole funnel.
FIX CRITERIA	<ul style="list-style-type: none"> <input type="checkbox"/> Headline names a specific customer problem, outcome, or transformation — not your company or your capabilities. <input type="checkbox"/> "You" mentions ≥ "we" mentions on the homepage body copy. <input type="checkbox"/> Subhead answers the "for whom" question in 12 words or fewer.
EFFORT	Low · single afternoon of positioning work if you already know your ICP.

WEB-006

Confusing or Bloated Navigation

P1 · HIGH

Every wasted click is a lost lead. Navigation is a runway, not a maze.

DIAGNOSTIC	Count top-level nav items. If more than seven, defect is open. Also: show a stranger your nav and ask them where they'd click to buy. If they pause, defect is open.
EXPECTED	≤ 7 top-level items, plain-language labels, one persistent CTA button in the nav.
ACTUAL	Eleven nav items, jargon labels ("Solutions," "Resources," "Platform"), no CTA button, deep menu trees built for internal org chart rather than visitor intent.
IMPACT	Bounce on the first click. Paradox of choice. Analytics nav-click distribution goes flat.
FIX CRITERIA	<ul style="list-style-type: none"> <input type="checkbox"/> ≤ 7 top-level navigation items, plain-language labels (a non-customer understands each one). <input type="checkbox"/> One primary CTA button always visible in the navigation, visually distinct from nav links. <input type="checkbox"/> Deep links and utility pages live in the footer, not the primary nav.
EFFORT	Low to medium · IA decisions are fast; Webflow rebuild is typically half a day.

TICKETS 07-08 · MEDIUM (P2)

The ones that compound silently.

WEB-007

SEO Foundation Missing

P2 · MEDIUM

If Google can't understand your site, no one finds it. Most sites fail page-one basics.

DIAGNOSTIC	View source on three key pages. Search for <code><title></code> , <code>meta description</code> , and <code><h1></code> . Also: check Google Search Console for indexing coverage.
EXPECTED	Unique meta title (<60 chars) and description (<160 chars) per page. Exactly one H1 per page. XML sitemap submitted.
ACTUAL	Duplicate titles across pages, missing descriptions (or auto-truncated garbage), multiple H1s, no schema markup, sitemap either missing or never submitted.
IMPACT	Poor SERP snippets, lower click-through, slow indexing of new pages, organic ceiling set artificially low.
FIX CRITERIA	<ul style="list-style-type: none"><input type="checkbox"/> Unique <code><title></code> (<60 chars) and <code>meta description</code> (<160 chars) on every indexable page; exactly one H1 per page.<input type="checkbox"/> XML sitemap submitted to Google Search Console; no coverage errors.<input type="checkbox"/> Relevant schema markup applied (LocalBusiness, Organization, Service, FAQPage where appropriate).

WEB-008

No Analytics or Conversion Tracking

P2 · MEDIUM

You can't optimize what you don't measure. Without tracking, every ad dollar is a guess.

DIAGNOSTIC	Install Google Tag Assistant Chrome extension. Load your site. Submit a test form. Check whether GA4 and any ad pixels fire.
EXPECTED	GA4 installed with custom events for form submissions, phone clicks, bookings, purchases. Platform pixels firing on conversion events if paid is running.
ACTUAL	Universal Analytics still present (sunset years ago), no event tracking, pixels fire on all pages but conversion events not defined, no server-side backup.
IMPACT	You are flying blind. Ad platforms optimize against the wrong signal. You cannot justify the marketing budget with data.
FIX CRITERIA	<ul style="list-style-type: none"><input type="checkbox"/> GA4 installed with custom events for form submissions, phone clicks, bookings, purchases.<input type="checkbox"/> Meta Pixel and/or Google Ads conversion tag installed if running paid — with explicit conversion events, not just PageView.<input type="checkbox"/> Test-fire each event before handoff; document the event schema somewhere the team can read it.

TICKETS 09-10 · MEDIUM (P2)

The ones that erode trust over time.

WEB-009	Outdated Content in Production	P2 · MEDIUM
<i>An out-of-date website signals an out-of-business business. Trust evaporates fast.</i>		
DIAGNOSTIC	Search your site for "2024", "Coming Soon", "Under Construction", "Lorem ipsum". Check the blog: when was the last post? Run a broken-link scanner.	
EXPECTED	No dated references more than 6 months old without context. No placeholder content. All links functional.	
ACTUAL	Footer copyright stuck at 2022. "Check back soon" page indexed by Google. A service page referencing a team member who left last year.	
IMPACT	Silent credibility hit on every visit. Interacts with trust signals (WEB-004) to depress conversion across the site.	
FIX CRITERIA	<ul style="list-style-type: none"> [] Footer year auto-updates via template logic. No "Coming Soon" or placeholder pages live in production. [] All outbound and internal links verified functional. Set a quarterly content review on the calendar. [] Team/About pages reflect current staff within 30 days of any change. 	
EFFORT	Low · ongoing maintenance, not a one-time fix.	

WEB-010	Single Lead Capture Path	P2 · MEDIUM
<i>Most visitors aren't ready to buy on the first visit. "Contact Us" alone loses everyone else.</i>		
DIAGNOSTIC	List every way a visitor can give you their contact info: contact form, lead magnet, newsletter, booking widget, chat. If the count is one, defect is open. (This PDF is VenPro's answer to our own WEB-010.)	
EXPECTED	At least two low-commitment conversion paths beyond the contact form. Each path triggers an automated follow-up.	
ACTUAL	One contact form, no lead magnet, no newsletter, no booking widget. Every not-ready-to-buy visitor leaves with zero trace.	
IMPACT	You pay to acquire traffic, then let 90%+ of it evaporate without a retargeting handle.	
FIX CRITERIA	<ul style="list-style-type: none"> [] At least two conversion paths beyond the primary contact form (lead magnet, newsletter, booking widget, quiz, calculator). [] Each path triggers an automated email nurture sequence or remarketing audience. [] Low-commitment path(s) do not require a phone number or more than two form fields. 	
EFFORT	Medium · production of one lead magnet plus automation setup.	

SELF-ASSESSMENT · WEIGHTED

Score your site.

Each defect you can confirm counts for its severity weight. Add the points; the band tells you what to do next.

✓	TICKET	DEFECT	SEV	PTS
[]	WEB-001	No Clear Conversion Path	P0	3
[]	WEB-002	Mobile Experience Broken or Degraded	P0	3
[]	WEB-003	Page Load Performance Failure	P1	2
[]	WEB-004	Trust Signals Missing or Hidden	P1	2
[]	WEB-005	Generic Messaging	P1	2
[]	WEB-006	Confusing or Bloated Navigation	P1	2
[]	WEB-007	SEO Foundation Missing	P2	1
[]	WEB-008	No Analytics or Conversion Tracking	P2	1
[]	WEB-009	Outdated Content in Production	P2	1
[]	WEB-010	Single Lead Capture Path	P2	1
TOTAL POSSIBLE				18

0-3	Healthy site	Top tier. Focus on growth — paid media, content, positioning.
4-8	Notable defects	Silently leaking leads. Schedule a two-week sprint on the top-left quadrant.
9-14	Serious defects	Patching won't get you there. Plan a structured rebuild this quarter.
15-18	Critical state	Every day live is a day losing revenue. Consider a takedown-and-rebuild.

NEXT STEP · BOOK A WEBSITE SERVICES MEETING

Every meeting starts with a free Research & Analysis Report of your site.

Reach out about website services and we'll send back a written research and analysis of your current site.

Free for El Paso service businesses. Delivered as a short PDF within 3 business days of booking.

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