

EXCLUSIVE
OFFER AT
THE END

The 5 Minute **WEBSITE AUDIT**

A SIMPLE GUIDE THAT SHOWS YOU EXACTLY WHAT TO FIX
SO YOU CONVERT MORE VISITORS INTO PAYING CLIENTS.

WWW.DEAURAMEDIA.COM

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Welcome to DeAura Media

Your website isn't just a digital brochure, it's your 24/7 storefront, the place where first impressions are made and clients decide if they trust you.

Every detail matters: speed, design, flow, and strategy all add up to sales (or lost opportunities).



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By following this guide, you'll be able to spot what's working, identify hidden gaps, and uncover opportunities to stand out.

You don't need to be a designer or tech expert, you just need five focused minutes.

Read through carefully, take notes, and be honest with yourself about where your brand could do better.

By the end, you'll have a clear roadmap to upgrade your site and make it not only beautiful but profitable.



Who Are We ?

*More than anything
we care about results.*



7 YEARS IN THE
INDUSTRY



Featured in international publications (Forbes, FOX, Digital Journal), we don't just "make you look good online."

Our expert team combines luxury design, marketing strategy, and exposure to help you stand out online and increase your revenue.

Our mission: to help your business stand out online, attract the right clients, and scale without the overwhelm.

340+ CLIENTS
SERVED





Page Loading Speed

If your site takes more than 3 seconds to load, most visitors will leave before even seeing your offer.

FIRST IMPRESSIONS HAPPEN IN SECONDS.

This isn't just a minor inconvenience, it's a business killer.

People associate speed with professionalism and reliability.

A slow site makes your business look outdated or untrustworthy, and in today's competitive marketplace, you simply cannot afford that perception.

Think about your own browsing habits. When you click on a link and it takes ages to load, what's your immediate reaction?

You hit the back button and find another option. Your potential customers are doing exactly the same thing with your website. **Every second of delay is costing you conversions, and those lost visitors rarely return.**

01

SPEED TESTING

Test your speed with PageSpeed Insights or GTmetrix to get detailed performance reports

02

IMAGE OPTIMISATION

Compress oversized images with TinyPNG or Squoosh to reduce file sizes dramatically

03

CLEAN HOUSE

Remove unused plugins and heavy scripts that slow down your site

04

VIDEO EFFICIENCY

Keep videos short and optimised to maintain fast loading times

Search Engine Optimisation

SEO isn't just for big corporations with massive marketing budgets, even local businesses benefit massively from proper search engine optimisation.

Without SEO, your beautiful website is essentially invisible to the millions of people actively searching for exactly what you offer.

It's like having the best shop in town but hiding it down a dark alley with no signage.

Every day, potential customers are typing your services into Google. "Wedding photographer near me," "local accountant," "best plumber in [city]" these searches represent ready-to-buy customers.

If your website isn't optimised for these searches, **you're essentially handing those customers to your competitors on a silver platter.**

IF GOOGLE CAN'T FIND YOU, NEITHER CAN YOUR CLIENTS.

01

TITLE TAGS & META DESCRIPTIONS

Every page needs unique, compelling titles and descriptions that make people want to click

02

CUSTOMER KEYWORDS

Use the exact words your ideal customers type into Google, not industry jargon

03

HEADER STRUCTURE

Organise content with clear H1, H2 headings that help both users and search engines understand your pages

04

IMAGE SEO

Name images using descriptive keywords. For example: "wedding-photographer-london.jpg" not "IMG1234.jpg")

Calls to Action Calls to Action

A beautiful website without clear calls to action is like a shop with no checkout counter.

01

PRIMARY CTA PLACEMENT

Ensure every page has a clear primary call to action that guides visitors toward conversion

You've attracted customers, impressed them with your offerings, but then left them standing around wondering how to actually buy from you.

People need clear direction — "Book now," "Get a quote," or "Reserve your table" should be blindingly obvious.

The harsh reality is that website visitors are incredibly impatient and easily distracted. If they can't immediately see how to take the next step with your business, they'll simply leave and find a competitor who makes it easier.

Your CTA isn't just a button — it's the bridge between interest and action, between a visitor and a customer.

02

ABOVE THE FOLD VISIBILITY

Make buttons visible without scrolling — first impressions count for everything

03

SIMPLE CONTACT FORMS

Keep forms short and easy to complete — every extra field reduces conversions

04

CONTRASTING COLORS

Use bold, contrasting colours that make your CTAs impossible to miss

DON'T LEAVE VISITORS GUESSING WHAT TO DO NEXT.



Mobile-Friendliness

If your site is difficult to navigate on a phone, you're losing more than half your potential customers before they even have a chance to see what you offer.

This isn't a minor technical issue, it's a business emergency.

Mobile traffic has overtaken desktop, and that trend is only accelerating.

Think about when you're out and about, searching for a restaurant, a service, or making a quick purchase decision. You're on your phone, you're probably in a hurry, and you have zero patience for websites that don't work properly.

A clunky mobile experience equals instant frustration, and frustrated visitors don't become customers.

60%+ OF YOUR VISITORS ARE ON MOBILE.

01

MULTI-DEVICE TESTING

Test your site on various phones and tablets — what looks good on your laptop might be unusable on mobile

02

READABLE TEXT

Ensure text is large enough to read without zooming — squinting customers don't convert

03

TOUCH-FRIENDLY BUTTONS

Make buttons easy to tap without accidentally hitting the wrong element

04

POP-UP MANAGEMENT

Ensure pop-ups don't block important content or make navigation impossible

Visual First Impressions

Your design speaks before you do. In the blink of an eye, literally 0.05 seconds, visitors form their first impression of your business based purely on how your website looks.

This split-second judgement influences whether they trust you, like your brand, and want to do business with you. You don't get a second chance at this crucial moment.

Professional design isn't about being fancy or expensive-looking — it's about appearing trustworthy, competent, and established.

Poor visual design immediately signals to visitors that you might cut corners in your actual work too. High-quality visuals, consistent branding, and thoughtful layout demonstrate attention to detail and professionalism.

**PEOPLE MAKE UP AN
OPPINION IN 0.05 SECS.**



01

QUALITY IMAGERY

Use high-quality, on-brand images and ditch blurry stock photos that scream "amateur"

02

BRAND CONSISTENCY

Keep colours, fonts, and spacing consistent throughout your entire website

03

CLEAN DESIGN

Avoid overwhelming visitors with too many fonts or clashing colours

04

CRISP BRANDING

Ensure your logo is sharp, clear, and properly sized across all devices

Conversion Triggers

Without subtle persuasion elements, your website is just a brochure — not a salesperson. The difference between a website that converts and one that doesn't lies in the psychological triggers that nudge visitors toward taking action.

MAKE IT IRRESISTIBLE TO WORK WITH YOU.

People don't buy products or services; they buy confidence, results, and peace of mind.

Your potential customers are naturally skeptical. They've been burned before, they've seen promises that weren't kept, and they're protective of their money and time.

Your job is to overcome that skepticism by proving your credibility, demonstrating your value, and making the decision to work with you feel like the obvious, low-risk choice.

01

SOCIAL PROOF POWER

Add compelling reviews, testimonials, and case studies that show real results for real people

02

CREATE URGENCY

Use limited spots, deadlines, and seasonal offers to encourage immediate action

03

LEAD MAGNETS

Offer valuable free resources like guides, consultations, or checklists

04

HIGHLIGHT RESULTS

Showcase specific achievements and outcomes you've delivered for other clients

READY TO TRANSFORM YOUR WEBSITE?

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IF YOU FINISHED THIS AUDIT AND STILL FEEL STUCK, HERE'S THE TRUTH:

DIY is costing you a shit ton of time + money, and if you're ready to scale, you have to learn how to outsource.

You're not supposed to be an expert of everything and you're not meant to do this all alone.

Click below to book a FREE 15min consultation call, where we'll:

- Show you exactly what's blocking conversions
- Tell you what to fix (step-by-step)
- Give you a tailored plan to turn your site into a sales machine

BOOK NOW

READY TO TRANSFORM YOUR WEBSITE? READY TO TRANSFORM YOUR WEBSITE? READY TO TRANSFORM YOUR WEBSITE?