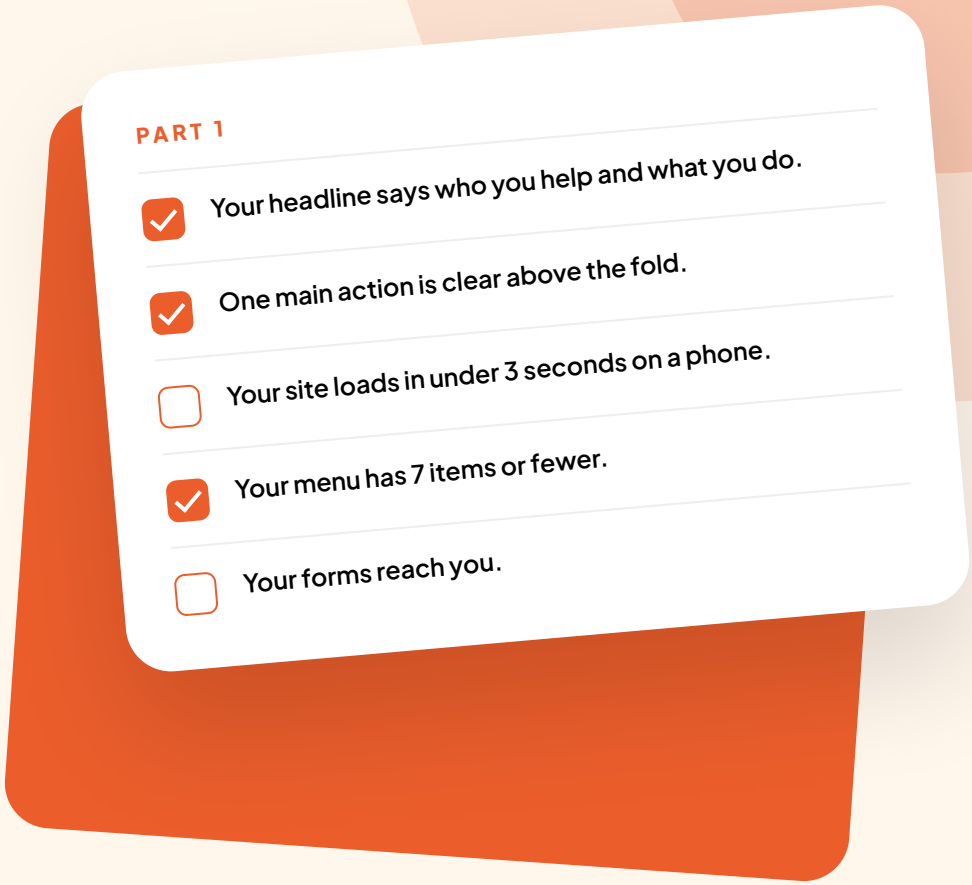
Quokka FOR GOOD



The Website Growth Leak Checklist

21 checks to find where your website loses donors, leads, and sales.

21 checks | 4 parts | 1 to 2 minutes each

Your website can look good and still lose people. A visitor lands on your page. They do not find what they need. They leave. You never see it happen.

This checklist helps you find those leaks. Each check takes 1 to 2 minutes. You do not need special tools. Open your website on your laptop and on your phone, and work through the list.

Tick each box that is true for your site today. Be honest. A box you cannot tick is a leak.

Who this is for

Nonprofits and mission-driven brands that want more donations, sign-ups, or sales from the traffic they already have.

Do this before

You spend more on ads, email, or social media. More traffic to a leaky website wastes money.

PART 1

The first 5 seconds

- [ ] **Your headline says who you help and what you do.**
  Show your homepage to a friend for 5 seconds. Ask what you do. If they cannot say, rewrite the headline.
- [ ] **One main action is clear above the fold.**
  This can be Donate, Book a call, or Buy. Only one button should have the strongest color.
- [ ] **Your site loads in under 3 seconds on a phone.**
  Test it free at PageSpeed Insights. Google wants the main content to load in 2.5 seconds or less.
- [ ] **You can finish your main action on a phone.**
  Open your site on your phone. Try to donate, book, or buy. Count the taps. Fix any step that is hard.
- [ ] **Your menu has 7 items or fewer.**
  Every extra link gives the visitor one more reason to leave the path.

PART 2

Trust

- [ ] **Proof sits next to every main button.**
  Put a number, a short quote, or a partner logo within one scroll of each call to action.
- [ ] **Your photos show real people.**
  Use photos of your own team, clients, or programs. Stock photos lower trust.
- [ ] **Your results use numbers.**
  "We helped 1,200 families in 2025" is stronger than "We help families."
- [ ] **Your contact details are easy to find.**
  Show a phone number or email in the header or footer on every page.
- [ ] **Your payment and form pages show safety signals.**
  Use HTTPS, link to your privacy policy, and show payment logos where people pay or give.

PART 3

The action path

- [ ] **Every page has one clear next step.**
  Open your top 5 pages. Ask what you want the visitor to do on each. If you cannot answer, the visitor cannot either.
- [ ] **Your buttons say what happens next.**
  "Give $25 a month" works better than "Submit."
- [ ] **Your forms ask for 5 fields or fewer.**
  Remove each field you do not use. Every extra field lowers completions.
- [ ] **Your donation or checkout page takes 3 steps or fewer.**
  A visitor should not need to make an account to give or buy.
- [ ] **Your gift or price options are clear.**
  Show set amounts, a monthly option, and what each amount does or includes.
- [ ] **A thank-you page and a confirmation email send right away.**
  The email should arrive within 1 minute. The thank-you page should give a next step, such as share, follow, or subscribe.

PART 4

Tracking and upkeep

- [ ] **Conversion tracking works.**
  Make one test donation, sign-up, or purchase. Check that it shows in Google Analytics 4.
- [ ] **You know the conversion rate of your top 5 pages.**
  If you do not know it, you cannot tell which page leaks.
- [ ] **Your key pages have no broken links.**
  Click every link on your homepage, donate page, and contact page. Fix any 404 error.
- [ ] **Your forms reach you.**
  Submit each form. Check that the email arrives in your inbox and not in spam.
- [ ] **Your landing pages match the ad or email that sends people there.**
  The offer, headline, and images should look the same. A mismatch makes people leave.

Your score

0 to 7

Your website has serious leaks.

Fix Part 1 and Part 3 first. Pause new ad spend until they are done.

8 to 14

Your base is good. You have clear leaks.

Fix every unticked box in Part 3 and Part 4 next.

15 to 21

Your website is in good shape.

Test one change a month. Try a new headline, button, or form.

Want a person to check your website for you?

Quokka for Good has worked with 1,000+ organizations and helped campaigns generate 2M+ donations. We will review your website and tell you what to fix first.

Book Your Free Discovery Call