

SEO + CONVERSION + TRACKING + PERFORMANCE + LOCAL VISIBILITY ANALYSIS

Website Growth Opportunity Report

A premium, business-focused snapshot of the website foundation, conversion path, tracking confidence, and highest-value growth opportunities.

AUDITED WEBSITE
walidhasan.com

AUDIT DATE
May 18, 2026 at 10:03 PM

REPORT TYPE
Consultant / Agency Growth Audit

OVERALL GROWTH SCORE

57

Significant Lead Leakage Risk

Technical SEO **81**On-Page SEO **81**Conversion Readiness **74**Tracking Confidence **32**Local Visibility **30**Performance **0**Accessibility / UX **80**

TOP 3 GROWTH GAPS

Fix First

Limited Local SEO Optimization	Enhancing local SEO could attract more regional clients.	AI
Absence of FAQ Section	Increased customer inquiries could be reduced with an FAQ page.	AI
Lack of Pricing Transparency	Potential clients might hesitate without clear pricing information.	AI

Scores are based on detected website signals, visible page evidence, and available PageSpeed/Lighthouse data. Items that cannot be verified automatically are labeled as needing verification.

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Executive Summary

What the website is doing well, what is creating potential lead leakage, and what should be fixed first.

walidhasan.com has a significant lead leakage risk. Walid Hasan specializes in helping businesses grow through comprehensive digital strategies, leveraging over 500 successful projects. With a focus on web design, SEO, and conversion systems, he positions clients for sustainable growth in a competitive market.

Key Strengths

- Technical foundation is reasonably healthy.
- Core on-page SEO signals are mostly in place.
- The page shows visible conversion intent.
- Review/testimonial signals are visible.
- Phone contact signal is visible.

Critical Issues Impacting Growth

- Google Analytics Not Found
- Hidden Iframes Detected
- Very Poor Performance

PERSONALIZED BUSINESS CONTEXT

Detected from website signals

BUSINESS TYPE

Digital Growth Consultant

SERVICES FOUND

Web Design • SEO • Growth Systems

MARKET SIGNAL

Digital Growth Consulting

MAIN CONVERSION GOAL

Contact for consultation

EVIDENCE: 500+ projects delivered across 30+ countries • Strategic digital services built for real growth

Quick Wins

- Set up GA4/GTM conversion events for calls, forms, and quote clicks.
- Verify mobile PageSpeed and compress above-the-fold assets.

Most Important Business Risk

The business may be receiving traffic without knowing which visits turn into calls, form submissions, or quote requests.

Main Growth Gap

Performance is the largest growth gap and should be addressed early in the sprint.

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Homepage Screenshot + Annotated Website Proof

Visual proof from the above-the-fold experience.

Walid Hasan

Home Services Case Studies About Tools Contact

Book Consultation

Primary headline: I Build Growth Systems That Generate Leads, Aut...

AVAILABLE FOR STRATEGIC PROJECTS

I Build Growth Systems That Generate Leads, Authority & Revenue

Main CTA: Contact

Not just websites. I architect end-to-end digital ecosystems — combining strategic web design & SEO, and conversion engineering to scale businesses globally.

Start Your Growth Strategy → View Case Studies

Trust/contact visibility: Visible signal found

200+ HAPPY CUSTOMERS 30+ COUNTRIES SERVED

PRIMARY HEADLINE

I Build Growth Systems That Generate Leads, Authority & Revenue

MAIN CTA

Contact

PHONE / CONTACT VISIBILITY

Not confirmed above fold

TRUST SIGNALS

Trust proof detected

Lead Generation Meaning

The hero has a clear conversion path and supporting trust signal. The next step is to make sure every CTA, phone click, and form submit is tracked.

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Top Money Leaks & Lost-Revenue Framing

Potential lead leakage areas connected to rankings, calls, quote requests, trust, and retargeting.

MONEY LEAK	WHY IT MATTERS	RECOMMENDED FIX	PRIORITY
Tracking blind spot	Without reliable event tracking, the owner cannot see which traffic sources create calls, forms, or quote requests.	Install/verify GA4 + GTM and track form_submit, phone_click, quote_click, and key page visits.	CRITICAL
Weak phone/call tracking	Phone calls may be the main lead source, but untracked calls make campaign optimization guesswork.	Use call tracking or at minimum phone_click events for all tel: links.	HIGH
Weak form tracking	Form submissions can happen without being tied back to SEO, ads, or landing pages.	Track form_start and form_submit events through GTM/GA4.	HIGH
Missing retargeting pixel	Visitors who leave without converting may not be retargeted later through Facebook/Instagram ads.	Install Meta Pixel and connect key conversion audiences/events.	MEDIUM
Slow mobile performance risk	Slow pages add friction before visitors see proof or submit a quote request.	Verify PageSpeed and optimize images, scripts, fonts, and render-blocking resources.	HIGH

CONSERVATIVE OPPORTUNITY SCENARIO

Small conversion lifts can create meaningful gains.

If a website receives 1,000 monthly visits and improves its conversion rate from 2.0% to 2.5%, that creates roughly 5 additional potential leads per month. This is a scenario estimate only — actual impact depends on traffic quality, offer strength, local competition, response speed, and verified tracking data.

Monthly visits: Needs verification

Current rate: Needs verification

Target lift: +0.5% to +1.0%

Potential leads: scenario only

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Impact note: Revenue impact is estimated based on common local service website patterns. Exact impact should be verified using GA4, call tracking, form tracking, and CRM data.

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Tracking & Conversion Intelligence

A quick view of what can be measured today and which revenue signals should be configured next.

DETECTED SIGNALS

5/14

PRIMARY GAP

GA4 / Google Analytics

TRACKING PRIORITY

Setup + Verify

GA4 / Google Analytics

Needed to measure website traffic, content performance, and conversion paths.

NEEDS SETUP

Install or verify GA4 across all pages.

Google Tag Manager

Makes tracking changes faster without editing site code every time.

DETECTED

Install GTM and manage all tracking tags from one container.

Meta Pixel

Allows retargeting visitors who leave without converting.

NEEDS SETUP

Install Meta Pixel and map lead events.

Microsoft Clarity

Shows heatmaps/session recordings for CRO decisions.

DETECTED

Install Clarity or another behavior analytics tool.

Hotjar

Can reveal form friction and scroll/click behavior.

NEEDS SETUP

Use Hotjar only if behavior analytics is not already covered.

LinkedIn Insight Tag

Useful for B2B retargeting and audience analytics.

NEEDS SETUP

Install if LinkedIn outreach/ads are part of the strategy.

TikTok Pixel

Useful for paid social retargeting and conversion optimization.

NEEDS SETUP

Install only if TikTok is a meaningful acquisition channel.

Pinterest Tag

Useful for visual/product-oriented retargeting.

NEEDS SETUP

Install only if Pinterest traffic is relevant.

Call Tracking

Phone calls can be attributed to SEO, ads, and landing pages.

NEEDS SETUP

Add call tracking or phone_click events for visible phone CTAs.

Form Tracking

Form leads can be measured and optimized by channel.

NEEDS SETUP

Add a visible quote/contact form, then track submissions.

Thank-you Page Detection

Thank-you pages make conversion verification easier.

NEEDS SETUP

Use a dedicated thank-you URL or dataLayer event after form success.

tel: Links

Mobile users can call quickly from the website.

DETECTED

Track every tel: link as phone_click.

mailto: Links

Email clicks may be conversion signals.

DETECTED

Track every mailto: link as email_click.

Quote / Estimate CTA Clicks

Quote CTA clicks reveal buying intent before the final form submit.

DETECTED

Track quote_click and estimate_request events.

Recommended Conversion Events

These events turn the report from a visual audit into a measurable lead-generation system.

[contact_form_submission](#)
[page_views_on_case_studies](#)
[email_newsletter_sign_ups](#)
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Competitor Comparison Snapshot

This section compares the website against high-performing market standards without making unsupported competitor claims.

Competitive benchmark mode

The table below uses high-converting website standards instead of unsupported competitor ranking claims.

Competitive Pattern Observed in high-performing consultant / agency / SaaS websites. Strong competitors make the next step obvious, show proof near the CTA, build focused product/service pages, and track the highest-intent conversion actions.

COMPARISON AREA	AUDITED WEBSITE	COMPETITOR STANDARD / SIGNAL	GROWTH OPPORTUNITY
Positioning clarity	Core positioning signals detected	Consultant sites clearly state niche, offer, outcome, and proof in the hero	Clarify “who I help + what I improve + how to start” above the fold
Booking / demo CTA	Conversion CTA detected	Strong consultant sites use “Book a review”, “Request audit”, or “Start growth sprint”	Use a single primary CTA and repeat it after proof sections
Service/product packaging	Packages/pricing path not clear	Buyers compare offers before booking or starting	Create offer cards for Web Design, SEO, CRO, Tracking Setup, and Growth Sprint
Authority proof	Proof signal detected	Competitors show case studies, screenshots, ratings, audits, and results	Add project snapshots, before/after analytics, testimonials, and quantified outcomes
Content authority	Case-study signal detected	High-performing sites build trust through educational and proof-based content	Publish case studies, CRO tear-down posts, tracking guides, SEO audit examples, and niche pages
Tracking credibility	32/100	Growth sites should demonstrate advanced tracking maturity	Make sure GA4/GTM/events/pixels are fully detected and documented
Performance polish	0/100	The site must feel fast and technically credible	Verify mobile performance and clean up slow scripts/assets
Competitor examples	Competitor standard benchmark only	Actual examples should be reviewed, not blindly scored	Use the public examples above to compare messaging, proof, offer, and page depth

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Homepage UX/UI & CRO Conversion Path Analysis

Core conversion path signals focused on first impression, CTA clarity, contact visibility, form friction, mobile action path, and trust proof.

H First impression

WORKING

Observation: Primary headline clarity needs manual review.

Business Impact: Visitors decide quickly if the business is relevant.

Recommended Fix: Make the headline describe the service, audience, result, and location/market clearly.

H Headline + offer clarity

WORKING

Observation: Offer language is visible early.

Business Impact: Generic headlines create hesitation because visitors do not immediately understand the value.

Recommended Fix: Use a result-led headline and one supporting line that explains who you help and what outcome you create.

↗ CTA visibility

WORKING

Observation: Strong CTA appears above fold.

Business Impact: Weak CTAs reduce quote requests, calls, audits, and consultation bookings.

Recommended Fix: Use one clear primary CTA above the fold and keep the wording consistent.

↗ CTA repetition

HIGH

Observation: Repeated CTA path is weak/not confirmed.

Business Impact: Visitors need multiple action points as they scroll through proof and services.

Recommended Fix: Repeat the primary CTA after proof, services, gallery/case studies, FAQ, and final section.

↗ Secondary CTA path

WORKING

Observation: At least one conversion CTA type was detected.

Business Impact: Some visitors want to call, some want a form, and some want to review proof first.

Recommended Fix: Provide a primary CTA plus a lower-friction secondary action such as "View Case Studies" or "See Pricing/Process".

📞 Phone/contact visibility

WORKING

Observation: Phone/contact action is visible.

Business Impact: High-intent visitors often want quick contact without searching the page.

Recommended Fix: Add click-to-call, email/contact link, or booking CTA in the header and mobile sticky area.

✓ Trust proof placement

WORKING

Observation: Trust proof detected.

Business Impact: Lack of proof increases hesitation before forms/calls.

Recommended Fix: Place reviews, testimonials, client logos, warranty, project count, or case-study proof near CTA/form.

✍ Form friction

HIGH

Observation: Visible lead form was not confirmed.

Business Impact: Long, hidden, or unclear forms reduce quote and consultation requests.

Recommended Fix: Use a short form with only the fields needed for the first response and track form_start/form_submit.

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Technical SEO + On-Page SEO + Local Visibility

Search visibility, crawlability, page quality, and business-type growth assets.

AREA	STATUS	BUSINESS MEANING	RECOMMENDED FIX
Indexability	DETECTED	No noindex signal was detected on the scanned page.	Verify in Google Search Console.
Robots.txt	DETECTED	robots.txt helps search engines understand crawl rules.	Verify robots.txt and include sitemap reference.
Sitemap.xml	DETECTED	A sitemap helps Google discover important pages.	Submit sitemap in Google Search Console and reference it in robots.txt.
HTTPS	DETECTED	Secure connection supports trust.	Maintain SSL and redirects.
Canonical Tag	DETECTED	Canonical tags help avoid duplicate URL confusion.	Add a self-referencing canonical URL.
Title Quality	NEEDS OPTIMIZATION	The title affects rankings and Google click-through.	Write a benefit-led title around Web Design, SEO, CRO, Tracking, and the main audience/niche.
Meta Description	NEEDS OPTIMIZATION	The search snippet can influence clicks from Google.	Write a CTA-led description that explains the growth outcome and invites an audit/review call.
H1/H2 Structure	GOOD	Heading structure helps visitors and search engines understand the page.	Use one clear H1 and supporting H2 sections.
Image Alt Text	GOOD	Images can support SEO, accessibility, and project proof.	Add descriptive alt text to case-study screenshots, dashboards, audit visuals, and service graphics.
Schema	NEEDS SETUP	Schema helps Google understand business type and page content.	Add Organization/Person/ProfessionalService/Service schema and sameAs links.
Core Web Vitals	0/100	Mobile speed can affect lead flow and rankings.	Run live PSI/Lighthouse and optimize LCP/CLS/TBT issues.
Consultant Service Pages	DETECTED	Dedicated service pages help buyers and search engines understand each offer.	Create focused pages for Web Design, SEO, CRO, Tracking Setup, Landing Pages, and Growth Sprint services.
Case Studies / Proof	DETECTED	Consulting services need proof because buyers are evaluating trust before booking.	Add case studies with problem, work done, measurable outcome, screenshots, and testimonial.

Core Web Vitals: Available PageSpeed/Lighthouse data was used where provided.

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Top Growth Issue Cards

Priority issues translated into evidence, business impact, effort, and next-step fixes.

Google Analytics Not Found

FIX IMMEDIATELY

DETECTED EVIDENCE	No GA4 or Universal Analytics detected
WHY IT MATTERS	No visitor data, no insights. Marketing decisions are guesses.
BUSINESS IMPACT	Calls, forms, quote clicks, and content performance may not be tied back to the channels that generated them.
HOW TO FIX	1. Create GA4 property at analytics.google.com 2. Add tracking code to all pages 3. Verify in Real-Time report

Estimated effort: 10–15 min

Hidden Iframes Detected

FIX IMMEDIATELY

DETECTED EVIDENCE	2 hidden iframe(s) found
WHY IT MATTERS	Could be clickjacking attacks or malicious embeds.
BUSINESS IMPACT	This issue can affect how quickly visitors understand the page, trust the experience, or complete the intended conversion action.
HOW TO FIX	Review all iframes and remove unauthorized ones

Estimated effort: 15 min

Very Poor Performance

FIX IMMEDIATELY

DETECTED EVIDENCE	PageSpeed score: 0/100
WHY IT MATTERS	53% of users abandon sites taking >3 seconds. Google uses Core Web Vitals for ranking.
BUSINESS IMPACT	Mobile visitors may leave before seeing the offer, proof, or quote path, especially from paid/social traffic.
HOW TO FIX	1. Optimize images (WebP, compression) 2. Minify CSS/JS 3. Enable caching 4. Use a CDN

Estimated effort: 1–2 hours

Title Too Long

FIX THIS WEEK

DETECTED EVIDENCE	74 characters (maximum: 60)
WHY IT MATTERS	Google truncates titles over ~60 characters in search results.
BUSINESS IMPACT	Google may truncate the title, hiding the local service/location message and lowering click-through from high-intent searches.
HOW TO FIX	Shorten to under 60 characters. Keep important keywords first.

Estimated effort: 5 min

Meta Description Too Long

FIX THIS WEEK

DETECTED EVIDENCE	193 characters (maximum: 160)
WHY IT MATTERS	Google truncates descriptions over ~160 characters.
BUSINESS IMPACT	The snippet may be cut off before the CTA or location proof appears, reducing local search click-through.
HOW TO FIX	Shorten to 120–160 characters. Lead with the most important info.

Estimated effort: 5 min

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Priority Action Plan + Website Growth Sprint

A practical implementation sequence and the recommended next step to turn the audit into measurable improvements.

PRIORITY	ACTION	EXPECTED BUSINESS IMPACT	EFFORT
CRITICAL	Implement GA4/GTM conversion tracking for calls, forms, quote clicks, and key page visits.	Removes marketing blind spots and helps identify what generates leads.	2-4 hours
HIGH	Run live PSI/Lighthouse verification and fix top mobile performance bottlenecks.	Reduces friction before visitors reach the offer.	4-8 hours
GROWTH ASSET	Package service pages, case studies, lead magnet/free audit funnel, and consultation tracking into one authority path.	Makes the site easier to trust and easier to convert for Web Design, SEO, CRO, and tracking buyers.	1-3 days

Week 1 Tracking + Technical Foundation

- Verify GA4 and GTM
- Create phone/form/quote events
- Confirm sitemap, robots, HTTPS, canonical, schema basics

Impact: Creates measurable lead attribution and cleans up technical risk.

Week 2 Homepage + CRO Improvements

- Improve hero CTA path
- Add trust proof near forms/CTA
- Reduce form friction

Impact: Makes the path from visitor to quote/call clearer.

Week 3 Speed + On-Page SEO Fixes

- Optimize images/scripts/fonts
- Improve title/meta/H1/H2
- Fix image alt text

Impact: Improves search relevance and reduces mobile friction.

Week 4 Growth Content Expansion

- Build service/content roadmap
- Add schema where useful
- Create case study/proof assets

Impact: Creates growth assets that compound beyond the initial fixes.

RECOMMENDED NEXT STEP

Website Growth Sprint

A focused 30-day sprint to verify tracking, improve the conversion path, fix priority SEO/performance issues, and build growth assets that support search visibility.

Tracking

GA4/GTM events, pixels, conversion QA

Conversion

CTA path, proof placement, form flow

SEO Assets

Metadata, schema, internal links, roadmap

Fix This Website

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