

[YOUR LOGO]

Website revenue-leak audit

A neutral client-facing sample showing the method, evidence standard, and handoff format. Replace the placeholder with the agency or client name before delivery.

EXAMPLE — NOT A CLIENT RESULT

Scope

One public website, up to five pages, and one conversion path on desktop and mobile.

Delivery

Five ranked findings plus a 30-day implementation order, delivered within 48 hours.

Access

No analytics, admin credentials, source code, or customer data is required for the standard audit.

Boundary

Observed facts are separated from commercial inferences. Revenue uplift is not guaranteed.

What the client can do next

Approve the implementation order, assign each fix to an owner, or use the report as a redesign brief with any designer or developer. The audit stands alone; there is no implementation lock-in.

FINDING 01 / HIGH PRIORITY

Conflicting free allowances create avoidable purchase uncertainty

The pricing journey gives two different descriptions of the free allowance. A visitor comparing plans cannot know which limit is current without leaving the decision path or testing the product.

PRICING SECTION	PAGE FOOTER
Free trial path: 50 daily checks, 50 MB uploads, no payment.	Install PDFCheck app Bookmark this page 100% Private & Secure Instant Analysis 100 Free Checks Daily

Observed fact

One visible section states 50 free checks per day; the footer states 100 free checks daily.

Commercial inference

The inconsistency may reduce confidence at the exact point a visitor is comparing paid value.

Recommended fix

Choose one allowance as the source of truth and render that value from shared content across the pricing journey.

Acceptance test

Desktop and mobile show the same allowance in every pricing and footer location; release QA checks the shared value.

Measurement

Track plan-selection clicks and completed checkouts after the wording is aligned. Treat any conversion change as directional until traffic volume and other concurrent changes are controlled.