</DIGITALWORLD> AU • REVENUE-FIRST WEB ENGINEERING

48-HOUR EXECUTIVE DIAGNOSTIC REPORT

Website Conversion, Speed & Google Ads Audit

Forensic diagnostic blueprint identifying friction points costing mobile conversions, organic Google visibility, and paid search ROI—along with a prioritised 30-day recovery roadmap.

Prepared For	[Client Business Name] — [https://client-domain.com.au]
Primary Markets	Melbourne / Sydney / Geelong (Australia) & European Union
Prepared By	Dimitar Prodromov, Lead Architect — Digital World AU
Audit Date & SLA	[DD Month YYYY] • Delivered Within 48 Hours
Direct Studio Desk	hello@digitalworldau.com • +61 423 269 586 • +359 896 849 882

[__/100]	[_._ s]	[__/100]	[+25–60%]
Mobile PageSpeed Score	First Screen Load (LCP)	Technical SEO Health	Est. Conversion Uplift

Pillar 1 • Above-the-Fold UX & Conversion Friction

What High-Intent Buyers Expect in the First 5 Seconds

Over 68% of paid Google Ads and organic local clicks arrive on smartphones. If visitors cannot immediately tell what you do, trust your local credibility, and submit an inquiry without leaving your site, ad spend is wasted.

DIAGNOSTIC CHECK	STATUS	FINDING & COMMERCIAL FIX
Value Proposition Clarity	[ACTION]	Replace generic slogans with a clear promise: target outcome, service area, and immediate primary CTA button above the fold.
Zero-Drop Inquiry Capture	[HIGH IMPACT]	Ensure lead forms post directly to your inbox + instant phone alert with confirmation—never rely solely on `mailto:` links that drop 40%+ of mobile leads.
Trust & Verifiable Proof	[BENCHMARK]	Showcase real local clients, clickable case studies, verified Google Business reviews, and clear AU/EU contact numbers.
Google Ads Consent & Tracking	[VERIFY]	Deploy Consent Mode v2 cookie banner, GA4 `generate_lead` events, and Google Ads conversion attribution on dedicated landing URLs.

Pillar 2 • Mobile Speed, Core Web Vitals & Technical SEO

TECHNICAL METRIC	TARGET	AUDIT OBSERVATION & REMEDIATION
Hero & Image Payloads	< 120 KB WebP	Convert heavy uncompressed JPG/PNG hero and showcase images into responsive WebP assets (up to 8x payload reduction).
Render-Blocking JS / 3D	Lazy-Loaded	Defer heavy 3D canvases and third-party scripts below the fold until scroll proximity to achieve 98–100/100 Mobile Performance.
Local SEO & Service URLs	1 Intent / Page	Publish dedicated city/service pages (e.g., `/web-design-melbourne/`, `/ecommerce-australia/`) + Schema.org JSON-LD.
Edge Caching & Email Auth	Cloudflare Edge	Serve HTML at the CDN edge (< 60 ms TTFB) and authenticate outbound domain emails via SPF, DKIM, and DMARC.

Pillar 3 • 30-Day Quick Wins & Fixed-Scope Investment Options

TIMELINE	DELIVERABLE MILESTONE	MEASURED BUSINESS OUTCOME
Days 1–7	Asset WebP Compression, Hero CRO Rewrite & Serverless Lead Capture	Stops paid traffic lead leakage and slashes mobile load time immediately.
Days 8–18	Dedicated Google Ads Landing Pages & Full Conversion Attribution	Boosts Google Ads Quality Score, lowering Cost-Per-Click and raising booked calls.
Days 19–30	Full Bespoke UI/UX Redesign, Interactive Proof & Multi-Region Speed Deploy	98–100/100 Core Web Vitals, 100% IP handover, and scalable organic ranking growth.

ENGAGEMENT TIER	AUSTRALIA (AUD)	EUROPE (EUR)	BEST SUITED FOR
Sprint Conversion Landing	A$3,300 – A$8,250	€2,000 – €5,000	High-velocity Google Ads funnels & local service businesses
Corporate Website Flagship	A$8,250 – A$16,500	€5,000 – €10,000	Bespoke multi-page authority websites with CMS & local SEO
High-Converting E-Commerce	A$16,500 – A$33,000	€10,000 – €20,000	Fast D2C & wholesale storefronts with multi-currency checkout
Enterprise Platform	A$33,000 – A$82,500	€20,000 – €50,000	Custom portals, interactive configurators & global infrastructure

Next Step: Claim Your Live 15-Minute Audit Walkthrough

100% Fixed-Scope Milestones • 100% Full Code & Design IP Ownership • Direct Senior Engineering Access.
Reply directly to **hello@digitalworldau.com** or call **+61 423 269 586** (AU) / **+359 896 849 882** (EU).