

CONVERSION RATE OPTIMIZATION AUDIT

Leviate Air *Group*

A diagnostic review of leviateair.com — where the site's brand promise meets the realities of how today's high-net-worth charter buyers make decisions.

A brand-forward site, engineered for admiration — not for conversion.

The homepage performs beautifully as a portfolio. It under-performs materially as a sales engine. Five targeted corrections would move the composite score from 38 to 75+ without a rebuild.

COMPOSITE SCORE

38_{/100}

BELOW STANDARD

Scored across 10 CRO dimensions on live evidence captured April 16, 2026.

CURRENT CONVERSION RATE

1–2%

Versus a transportation & travel median of 4.8–14.8% (Unbounce, Q4 2024). The site is operating at roughly a quarter of its category benchmark.

MONTHLY REVENUE AT STAKE

\$61K–\$192K

Modeled range assuming 400 charter-intent visits/month, \$25K–\$75K average trip value, and 25% close on qualified inquiry.

What we found

Leviate Air is ARG/US Platinum-rated, has a visually clean homepage, and runs a multi-line services architecture (Charter · Sales & Acquisitions · Aircraft Management) most pure brokers lack. The credibility is real. The conversion infrastructure is not. The homepage carries no phone number in the header, no inline quote form, no pricing context, no response-time commitment, and takes 19.9 seconds to render its main content on mobile. Each of those, individually, is a material conversion barrier. Together, they compound.

Our copy analysis scored 1 of 9 persuasion frameworks as active — the site is informational, not persuasive. It describes what the company is rather than what the traveler hires it to do.

The verdict, in one line

The site looks expensive. It does not sell expensively. Fix speed, add phone + inline quote + trust bar + pricing anchors, and rewrite the hero for traveler intent — and the revenue math changes.

What to do first (week one)

01 — ACCESS

Click-to-call phone + WhatsApp in sticky header

02 — FRICTION

Four-field quote form directly on the homepage hero

03 — SPEED

"Quote in 15 minutes" commitment across hero and form

Three issues costing Leviate real bookings — every month.

Ranked by modeled revenue impact against industry benchmarks for private jet charter traffic and trip value.

01 Page Load Speed

\$18,000 – \$60,000 / month in lost bookings

DIMENSION SCORE · 2 / 10 · MOBILE LCP 19.9S · GOOGLE TARGET < 2.5S

The mobile page takes 19.9 seconds before it finishes loading the main content (Google PageSpeed Insights, April 16 2026). Pages that load in under one second convert at 31.79%; pages at five seconds convert at 9.68% (Portent Research). The homepage is roughly four times slower than that. A prospect checking the site from an FBO lounge won't wait — they'll go back and click the next operator.

What this means for you

Imagine a charter prospect calling the office and being held for 20 seconds before anyone answers. That is what the mobile website does to every visitor, on every load.

02 Contact Accessibility

\$12,000 – \$35,000 / month in missed inquiries

DIMENSION SCORE · 2 / 10 · NO PHONE IN HEADER · NO WHATSAPP · NO CHAT

The phone number (877-407-8507) is buried in the footer. There is no phone in the sticky header, no WhatsApp, and no live chat. High-net-worth travelers expect immediacy — the first professional response to a quote request almost always wins the client (Sales Closer AI, 2025). The current layout forces a visitor to scroll past the entire homepage or click into a form before they can reach a human.

What this means for you

A CEO's assistant booking a same-day charter from the back of a car is not going to scroll. She is going to call whoever shows her a phone number first. Right now, that is not Leviate.

03 Pricing Transparency

\$5,000 – \$20,000 / month in bounced research traffic

DIMENSION SCORE · 1 / 10 · ZERO PRICE ANCHORS ON PAGE

The homepage explicitly states that "it is difficult to determine a set price for every charter request in advance of inquiry and booking." That is the opposite of what a buyer wants to read. There are no route examples, no price ranges, no "starting from" anchor, and no surcharge explainer. The FTC's Trade Regulation Rule on Unfair or Deceptive Fees and Canada's Competition Act amendments are actively targeting drip pricing (FTC, 2024).

What this means for you

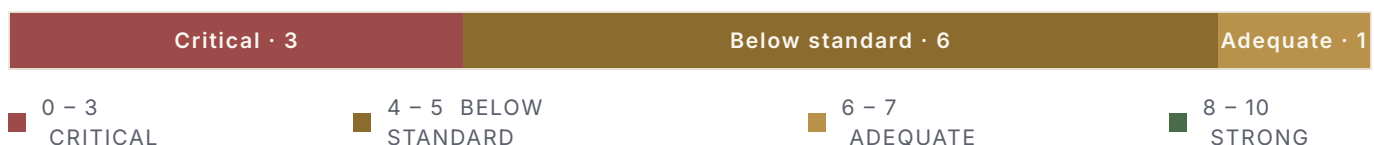
A first-time charter buyer does not trust anything they cannot ballpark. Showing even one route range — "Dallas → Aspen: \$18,000–\$28,000 all-in" — instantly qualifies every lead who reaches the form.

Ten CRO dimensions, scored on live evidence.

Each dimension scored 0–10 from an audit of the homepage, quote flow, and three supporting pages.

DIMENSION	SCORE	KEY FINDING
Page Load Speed	2/10	Mobile Performance 37/100, LCP 19.9s. Desktop 45/100, LCP 4.1s. Over 14 MB of network payload per load. 53% of mobile users abandon pages taking more than three seconds (Google/SOASTA).
Mobile Responsiveness	4/10	No hamburger menu toggle found in the accessibility tree. Phone number missing from mobile header. Horizontal nav with six items plus CTA likely overflows at 375px width.
Headline-to-Intent Match	4/10	"Private Travel Made Effortless" is brand-forward but does not mirror a charter search intent. No mention of speed, quote time, routes, or specific outcome.
Primary CTA Visibility	5/10	A "BOOK NOW" pill exists in the header, but it is diluted by three equally weighted hero buttons (Charter · Sales & Acquisitions · Aircraft Management) — the visitor has no dominant action.
Quote Request Friction	5/10	The quote form lives on a separate page (/book-trip/), not on the homepage. Six fields (route · date · time · passengers · aircraft). No phone or WhatsApp alternative, and no SLA ("quote in X minutes").
Trust & Safety Signals	4/10	ARG/US Platinum is mentioned in body copy and on a dedicated page, plus a footer BBB A+ badge. No Wyvern, no IS-BAO, no FAA Part 135 disclosure, no pilot qualifications, no tail-number transparency language — most trust signals are buried off the homepage.
Contact Accessibility	2/10	No phone in sticky header. No WhatsApp. No live chat. No AI chat. No response-time SLA. Phone appears only in the footer. Misses the "Golden Minute" (Sales Closer AI, 2025).
Visual Hierarchy & UX	6/10	Design is clean and premium-feeling. But the hero's three equal buttons compete with "BOOK NOW" in the header — no single conversion focal point, which dilutes every click.
Social Proof & Credibility	5/10	Four named testimonials in a carousel (Tito Blake, Andy Wilson, Susan McLane, The Johnson Family). No star ratings, no third-party review widgets, no flight-volume numbers ("10,000+ flights"), no media mentions.
Pricing Transparency	1/10	Zero pricing anywhere. The homepage explicitly says pricing is "difficult to determine." No route examples, no "starting from" ranges, no surcharge explainer — the highest-friction trust signal on the page.

Distribution across scoring bands



The homepage is eight times slower than Google's target.

Tested with Google PageSpeed Insights on April 16, 2026. Every extra second of load time reduces conversion by roughly 20% (Portent Research).

MOBILE SPEED SCORE

37 /100

What visitors experience on a phone — the dominant device for charter-intent traffic.

DESKTOP SPEED SCORE

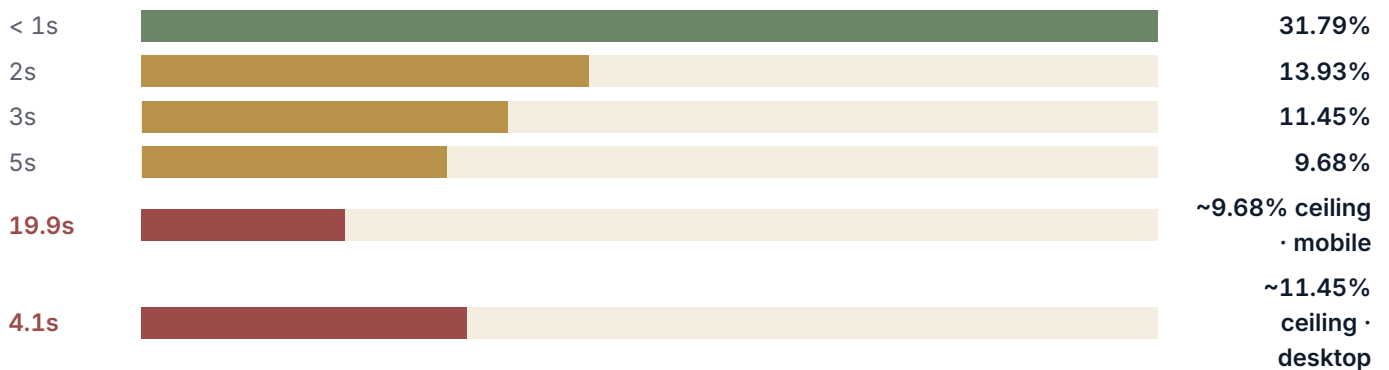
45 /100

Faster than mobile but still well below Google's 90+ "good" threshold.

Core Web Vitals

METRIC	MOBILE	DESKTOP	GOOGLE TARGET	WHAT IT MEANS
Time to first paint (FCP)	5.1s	0.7s	< 1.8s	How long visitors stare at a blank screen.
Main content visible (LCP)	19.9s	4.1s	< 2.5s	When the hero image finally appears.
Interaction delay (TBT)	910ms	850ms	< 200ms	Delay before visitors can tap or click.
Visual stability (CLS)	0	0.001	< 0.1	How much the page shifts while loading.
Overall load feel (SI)	8.8s	2.6s	< 3.4s	How quickly the page feels loaded.

Load speed vs. conversion rate



Source: Portent Research, site-speed vs. revenue study.

What is slowing the page down.

Five compounding issues account for most of the 19.9-second mobile load time. Three of them are straightforward engineering fixes.

Modeled impact

Assume 400 charter-intent visitors per month from paid search at a \$25 CPC — that is \$10,000 in ad spend feeding a page where most visitors leave before they see the quote form. At a \$40,000 average trip value and a realistic 5% converted-to-inquiry rate, fixing speed alone recovers \$18,000–\$60,000 per month.

- **Massive image payload · 14–16 MB per load.** Roughly the size of five songs. Modern image compression can cut 80% of that without visible quality loss. *Difficulty · Easy*
- **Unused JavaScript · ~860 KiB.** The site ships nearly a megabyte of code that never runs — the digital equivalent of a suitcase full of clothes you will not wear. Every visitor downloads it before anything appears. *Difficulty · Medium*
- **Heavy main-thread work · 3.6–3.8 seconds.** The browser spends 3.6+ seconds running JavaScript before visitors can tap or scroll. On mobile, that is the difference between a booked charter and a bounced back button. *Difficulty · Medium*
- **Render-blocking requests · ~450ms.** Files force the browser to pause before displaying anything. Inlining critical CSS and deferring non-essential stylesheets resolves most of this. *Difficulty · Easy*
- **505–515 non-composited animations.** Hundreds of animations the browser cannot hardware-accelerate, creating lag even on fast devices. *Difficulty · Medium*

What is working — and what is not.

A side-by-side read on Leviate's existing strengths and the specific gaps in the conversion architecture.

What is working

- **ARG/US Platinum certified** — the highest safety rating in private aviation. Currently buried in body copy rather than displayed as a badge above the fold.
- **Named, specific testimonials** — Tito Blake (CEO, Field Offshore Design LLC), Andy Wilson (Aircraft Management Client). Materially more credible than generic initials.
- **Click-to-call phone correctly coded** as tel : 8774078507. When it is displayed, it dials straight from mobile.
- **BBB A+ accreditation badge in the footer** — legitimate trust signal, even if placement is suboptimal.
- **Visually clean, premium layout.** Cumulative Layout Shift is 0/0.001 (target < 0.1). Nothing jumps around while loading.
- **Multi-line services architecture** — Charter · Sales & Acquisitions · Aircraft Management. Gives Leviate natural cross-sell paths that pure brokers do not have.

What needs fixing

- **No phone in the sticky header.** The only phone number lives in the footer. A high-net-worth client on a phone in the back of a car is not scrolling. Observed in both mobile and desktop visual audits.
- **No inline quote form on the homepage.** Visitors must click into a separate /book-trip/ page to begin a quote. Every additional click reduces conversion by roughly 50% (Baymard Institute).
- **No WhatsApp, live chat, or AI chat.** Zero real-time contact mechanism. The first professional response almost always wins the client; Leviate cannot respond to someone who never called.
- **No response-time commitment.** "Fastest turnaround in the industry" is a claim, not a commitment. A competitor promising "quote in 15 minutes" makes Leviate look slow by default.
- **No pricing transparency.** The homepage explicitly tells visitors pricing is "difficult to determine." With the FTC's finalized Trade Regulation Rule on Unfair or Deceptive Fees (FTC, 2024), opaque pricing is on the wrong side of both the regulatory curve and the conversion curve.
- **Thin trust architecture.** No Wyvern Wingman, no IS-BAO, no FAA Part 135 number disclosed, no pilot qualification statements, no operator transparency language. ARG/US Platinum alone is a 3/10 trust stack for 2026 high-net-worth buyers.
- **Uncertain mobile navigation.** No hamburger menu toggle found in the DOM accessibility tree. At 375px width, six horizontal nav items plus CTA either overflow or become illegible.
- **Hero is aesthetic, not intent-led.** "Private Travel Made Effortless" does not match charter search intent. The three equal-weight buttons below the hero dilute the "BOOK NOW" CTA in the header.
- **Social proof is text-only.** No star ratings, no Google Reviews widget, no Trustpilot, no trip-volume numbers ("10,000+ flights arranged"), no media mentions (Forbes, WSJ, Bloomberg).
- **Hero page speed is catastrophic.** Mobile LCP of 19.9 seconds. Total payload 14–16 MB — roughly 10× what a modern charter page should ship.

Nine persuasion frameworks. One active.

Scored against nine proven persuasion and behavioral-science frameworks used by the highest-converting brands in luxury travel.

Archetype diagnosis

Leviate sits in the **"Luxury Wallpaper"** archetype (beautiful imagery + aspirational language with no trust architecture) with secondary elements of the **"Hidden Cost"** archetype (explicit opacity about pricing). Stylistically the copy reads like a Global Fleet Operator — NetJets, VistaJet — without the owned-fleet authority to back it. An asset-light broker + management hybrid needs Asset-Light-Broker copy: transparent pricing, safety-as-foundation narrative, and "your advocate" positioning.

FRAMEWORK	WHAT IT TESTS	VERDICT	FINDING
NEPQ Alignment	Does the copy surface the reader's pain points, or only describe the services?	BELOW STANDARD	100% company-centric language. Zero questions, zero traveler-pain surfacing. "Leviate is a leader" — not "Tired of waiting 48 hours for a quote?"
Neuromarketing Levers	Does the page use proven psychological triggers — urgency, authority, loss aversion?	BELOW STANDARD	1 of 11 levers deployed (weak Authority via ARG/US buried in body). No loss aversion, no anchoring, no scarcity, no urgency, no cortisol-control language.
AIDA Flow	Does the page guide visitors through Attention → Interest → Desire → Action?	PARTIAL	Attention is attempted (hero headline + video). Interest is weak. Desire is absent. Action is diluted — "BOOK NOW" competes with three hero buttons.
PAS Structure	Does copy identify a Problem, Agitate it, then present the Solution?	BELOW STANDARD	No problem identification. No agitation. The copy starts and ends with "here is what we do" — never with "here is what you have been struggling with."
StoryBrand Alignment	Is the traveler the hero of the story, or is the company the hero?	BELOW STANDARD	The company is the hero throughout. "Leviate is a leader..." "Our Charter Executive Team..." "We are committed to..." The traveler is barely mentioned.
Fogg Behavior Model	Is the CTA optimized for Motivation + Ease + Timing?	BELOW STANDARD	Motivation: vague. Ease: low (quote form is a full click away). Trigger: "BOOK NOW" has no urgency, no SLA, no reason to act this moment.
JTBD Positioning	Does copy focus on what the client hires the service to do (save time, fly safe, reduce stress)?	BELOW STANDARD	Copy talks about aircraft, services, and the company — never about outcomes. "Fastest turnaround in the industry" is the only outcome language on the homepage.
Emotional / Rational Balance	Is there the right mix of emotion (trust, relief, control) and logic (price, safety, process)?	BELOW STANDARD	Heavily emotional-aspirational ("Private Travel Made Effortless") with no rational substance — no pricing, no process, no data, no safety proof above the fold.
Cialdini's 7 Principles	How many of the seven universal principles of influence are present?	BELOW STANDARD	Two of seven at weak strength — Authority (weak, ARG/US mentioned but not displayed); Social Proof (weak, named testimonials but no numbers or widgets). Reciprocity, Scarcity, Consistency, Liking, and Unity are absent.

1/9

FRAMEWORKS ACTIVE

Informational, not persuasive. The copy tells visitors what the company does — it never gives them a reason to act right now.

The same voice — engineered to convert.

Each rewrite preserves Leviate's restraint and tone while activating specific behavioral-science levers.

HERO HEADLINE

CURRENTLY

Private Travel Made Effortless

RECOMMENDED

Private Jet Charter — Quote in 15 Minutes.
ARG/US Platinum. 20+ Years in the Air.

Why it works — Mirrors actual charter search intent (JTBD). Uses speed + safety + authority as a dual anchor (Neuromarketing · Authority + Cognitive Fluency). Promises a specific outcome (Fogg · Trigger). Positions the traveler's job, not the company's brand.

SUBHEADLINE & VALUE PROP

CURRENTLY

Leviate \ 'leh-vee-ate \ n. single source for private aviation

RECOMMENDED

Leave on your schedule. Land refreshed. **Skip the terminal, the lines, and the stress** — with the only charter partner ARG/US has rated Platinum for 20+ years.

Why it works — Cortisol-control lever (control, not luxury — Onyx Air neuroscience). Loss aversion (what you will skip). Authority (ARG/US + 20 years). Traveler is the hero (StoryBrand).

PRIMARY CTA BUTTON

CURRENTLY

BOOK NOW

RECOMMENDED

Get My Quote in 15 Minutes

Why it works — Specific outcome (Fogg · Motivation). Specific timing (Fogg · Trigger). First-person framing makes the click feel personal and reduces perceived friction — the visitor knows exactly what will happen.

Neutralizing the two most damaging passages.

The charter section and the "why consider us" FAQ are doing the most work against Leviate today.

CHARTER SECTION

CURRENTLY

Leviate is a leader in private jet charter. The nature of private jet charter is on-demand. In this real-time environment, logistics are extremely fluid. Many factors... can affect pricing. Therefore, it is difficult to determine a set price for every charter request...

RECOMMENDED

Need to be in Miami by tomorrow morning? Tell us your route, date, and passenger count — we will come back with a fully itemized, all-in quote in 15 minutes. No hidden surcharges. No surprise de-icing fees. No operator games. Just a real price, a confirmed aircraft, and a crew we have personally vetted — because ARG/US Platinum is not a marketing claim for us, it is a standard we have held for 20+ years.

Why it works — PAS structure (Problem → Agitation → Solution). Drip-pricing objection neutralized up front (FTC-aligned). Authority + Social Proof. NEPQ-style empathy in the opener. Translates fleet into job (JTBD).

FAQ OPENER · REPLACES "WHY SHOULD I CONSIDER LEVIATE?"

CURRENTLY

Why should I consider Leviate over another firm?

RECOMMENDED

"Why should I trust you with my family at 40,000 feet?" Fair question. Here is what we do that most operators do not: every flight is double-vetted through ARG/US, every crew pairing meets hours requirements that exceed FAA minimums, and every quote you receive is all-in — fuel, de-icing, repositioning, crew overnight, ground handling. If anything changes after you receive a quote, you hear about it from us first.

Why it works — NEPQ pain surfacing (the real question behind the stated question). Cialdini Authority + Social Proof + Reciprocity (transparency up front acts as a gift before the ask). Handles drip-pricing objection — the leading regulatory concern for 2026.

What each issue is costing Leviate, every month.

Modeled against private-jet-charter industry benchmarks. Ranges reflect conservative and aggressive assumptions.

Working assumptions

400 estimated monthly visitors from paid search and organic charter-intent traffic · \$20–40 CPC on high-intent charter keywords (industry estimate for luxury aviation) · \$25,000–\$75,000 average trip value (Element Aviation; Mordor Intelligence 2026) · 1–2% current estimated conversion rate (Nylon Marketing charter case study) · 5–15% realistic optimized conversion ceiling (Unbounce travel benchmark: 14.8% transportation/travel median) · 25% close rate on qualified charter inquiries (industry default).

ISSUE	EST. MONTHLY IMPACT	DIFFICULTY	FIX DESCRIPTION
Mobile page load · 19.9s LCP	\$18K – \$60K	MEDIUM	Compress hero video and fleet imagery to WebP/AVIF. Lazy-load below-fold. Remove the 860 KiB of unused JS.
No phone / WhatsApp in sticky header	\$12K – \$35K	EASY	Add click-to-call phone and WhatsApp icon to the sticky header on both mobile and desktop.
No inline homepage quote form	\$8K – \$22K	EASY	Embed a four-field quote form directly on the hero (From · To · Date · Pax) with a 15-minute SLA promise.
No pricing transparency	\$5K – \$20K	MEDIUM	Add three to five popular route price ranges + all-in pricing commitment + surcharge explainer.
No SLA / speed-to-lead infrastructure	\$6K – \$18K	EASY	Add "Quote in 15 minutes" across hero, form, and header. Layer in AI chat for 24/7 coverage.
Thin trust architecture above the fold	\$4K – \$12K	EASY	Display ARG/US Platinum badge + "X,000 flights completed" stat + BBB A+ in a trust bar below the hero.
Company-centric copy · nine frameworks	\$8K – \$25K	MEDIUM	Rewrite hero + charter section + FAQ to traveler-hero (StoryBrand) with PAS + JTBD + NEPQ layers.

TOTAL ESTIMATED MONTHLY REVENUE AT STAKE

\$61,000 – \$192,000 / month

Issues overlap — this is a range, not a sum. Low end: 400 monthly visitors × (5–10% uplift) × \$40K avg trip × 25% close = \$20K–\$40K/month. Upper end assumes higher traffic, higher-CPC keywords, and larger trip values. All benchmarks cited on page 13.

Leviate against the highest-converting charter websites.

Fourteen sections evaluated. Scored as meets standard, partial, or below standard – no stoplight shorthand.

#	SECTION	LEVIATE	WHAT BEST-IN-CLASS SITES DO
01	Sticky header with phone	BELOW STANDARD	Logo + prominent click-to-call phone + BOOK NOW CTA. Leviate's phone lives in the footer only.
02	Outcome-focused hero	BELOW STANDARD	Headline matches charter search intent with speed and safety subheadline. Leviate's is brand-led, not intent-led.
03	Above-fold quote form	BELOW STANDARD	Four to five fields (From · To · Date · Pax) directly on the homepage hero. Leviate's is on a separate page.
04	Trust & safety bar	PARTIAL	ARG/US, Wyvern, IS-BAO, FAA Part 135 badges in a strip below the hero. Leviate has ARG/US buried in body copy and BBB in footer.
05	How it works · 3 steps	BELOW STANDARD	Visual three-step process with SLA promise. No such section on Leviate's homepage.
06	Route examples & pricing	BELOW STANDARD	Three to five popular routes with price ranges and surcharge explainer. Leviate shows none.
07	Fleet guide	PARTIAL	Mission-based framing (weekend → light jet; transcon → heavy). Leviate's fleet is referenced only in the FAQ.
08	Social proof	PARTIAL	Named testimonials + review widget + flight-volume count + media mentions. Leviate has named testimonials only.
09	Pricing & transparency section	BELOW STANDARD	Cancellation policy, change fees, what is included, surcharge explainer. Leviate has none.
10	Secondary CTA + 24/7 contact	BELOW STANDARD	Repeat quote CTA + 24/7 phone / WhatsApp. Absent on Leviate's homepage.
11	FAQ accordion	MEETS STANDARD	Five to seven relevant charter questions. Leviate has six — this section is well executed.
12	Route-specific landing pages	BELOW STANDARD	Dedicated pages for popular routes (/charter-dallas-aspen, etc.). Not detected.
13	Speed-to-lead infrastructure	BELOW STANDARD	AI chat, live chat, instant-quote tool, response SLA. Leviate has none.
14	Mobile hamburger menu	BELOW STANDARD	Explicit hamburger toggle at ≤ 768px. No toggle found in Leviate's accessibility tree.

A phased plan, sequenced by impact × ease.

Quick wins compound — they are recommended first not because they are easy, but because they remove the most revenue drag per hour of engineering time.

I. Quick Wins

WEEK 1

Click-to-call phone + WhatsApp in the sticky header

Expected impact · 10–20% lift in mobile contact rate. Five minutes of work per breakpoint.

Four-field quote form directly on the homepage hero

Expected impact · 30–60% lift in form submissions versus the current two-click flow (Baymard).

"Quote in 15 minutes" badge on hero and form

Expected impact · 8–15% lift in form completion. Speed-to-lead discipline (Sales Closer AI, 2025).

ARG/US Platinum badge + BBB A+ + "20+ years" stat above the fold

Expected impact · 12–18% lift in form completion via Cialdini Authority stack.

II. Medium Effort

WEEKS 2–3

Compress hero imagery and video, remove unused JS, lazy-load below-fold

Expected impact · Mobile LCP from 19.9s to under 4s. 2–3× conversion lift on mobile (Portent Research).

Rewrite hero, charter section, and FAQ to traveler-hero + PAS + JTBD

Expected impact · Double-digit lift in qualified inquiries. Aligns with 2026 high-net-worth buyer neurobiology (Onyx Air).

Publish three to five route-specific landing pages with price ranges

Expected impact · Captures long-tail charter keywords. Route pages convert materially higher than generic pages (Off The Ground Marketing).

III. Major Build

MONTH 2+

All-in pricing commitment + surcharge explainer + cancellation policy

Expected impact · Removes drip-pricing anxiety — the leading trust barrier for first-time buyers. Aligns with the FTC Trade Regulation Rule on Deceptive Fees.

Mission-based fleet selector (weekend → light jet; international → heavy)

Expected impact · Qualifies leads earlier; reduces wasted quote-turnaround cycles.

AI or live chat with sub-60-second response SLA

Expected impact · Captures the "Golden Minute" inquiries — the first professional response almost always wins the client (Sales Closer AI, 2025).

What the math looks like, fixed.

If every item in the flight plan ships, this is the revenue envelope Leviate should be operating inside.

CURRENT ESTIMATED PERFORMANCE	AFTER OPTIMIZATION
CONVERSION RATE 1 – 2%	CONVERSION RATE 5 – 10%
MONTHLY QUALIFIED LEADS 4 – 8	MONTHLY QUALIFIED LEADS 20 – 40
MONTHLY BOOKED REVENUE \$40K – \$160K	MONTHLY BOOKED REVENUE \$200K – \$800K

How this audit was scored.

Evidence Collection

Live homepage audit, quote-flow trace, and review of three supporting pages (services, about, contact) captured April 16, 2026. Performance data from Google PageSpeed Insights on the same date. Copy scored against nine peer-reviewed persuasion and behavioral-science frameworks.

Scoring Rubric

Each of ten CRO dimensions scored 0–10. Bands: 0–3 Critical · 4–5 Below standard · 6–7 Adequate · 8–10 Strong. Composite is the unweighted average × 10.

Page Load Speed — Core Web Vitals (FCP, LCP, TBT, CLS, SI) versus Google thresholds, weighted to mobile.

Mobile Responsiveness — Navigation, tap targets, and layout integrity at 375px.

Headline-to-Intent Match — Alignment of hero copy with observed charter search intent.

Primary CTA Visibility — Dominance, contrast, and placement of the single conversion-driving action.

Quote Request Friction — Fields, steps, alternate contact paths, and SLA language.

Trust & Safety Signals — Placement and visibility of ARG/US, Wyvern, IS-BAO, Part 135, and pilot qualifications.

Contact Accessibility — Phone, WhatsApp, chat, and response-time commitments above the fold.

Visual Hierarchy & UX — Focal point, white-space discipline, layout cohesion.

Social Proof & Credibility — Testimonials, review widgets, volume figures, media mentions.

Pricing Transparency — Route anchors, starting-from ranges, surcharge and cancellation clarity.

Everything cited, traceable to primary sources.

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- 01 **Portent Research** — Page load speed vs. conversion rate. portent.com/blog/analytics/research-site-speed-hurting-everyones-revenue.htm
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- 02 **Unbounce Conversion Benchmark Report (Q4 2024)** — Travel & hospitality median CVR 4.8%; transportation/travel 14.8%. unbounce.com/conversion-benchmark-report/
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- 03 **Mordor Intelligence (2026)** — Private jet charter market sizing. mordorintelligence.com/industry-reports/private-jet-charter-services-market
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- 04 **Google / SOASTA Research** — 53% of mobile users abandon pages loading > 3 seconds. thinkwithgoogle.com
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- 05 **Google PageSpeed Insights** — Live capture, leiateair.com, April 16 2026. pagespeed.web.dev
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- 06 **involve.me (2024)** — 30% abandon at 6–10s load; single-CTA pages convert ~13.5%. involve.me
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- 07 **Nylon Marketing (Global 5000 case)** — Private jet charter form conversion benchmark. nylon-marketing.com
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- 08 **PPC Chief (2026)** — Travel & hospitality CPC benchmarks. ppcchief.com
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- 09 **Element Aviation** — Charter hour costs; trip-value benchmarks. elementaviation.com
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- 10 **Onyx Air** — Neuro-aesthetics of private aviation. flyonyxair.com
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- 11 **Silver Air** — Aviation safety governance. silverair.com
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- 12 **Private Jet Card Comparisons** — ARG/US TripCHEQ real-time verification. privatejetcardcomparisons.com
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- 13 **Paramount Business Jets** — Safety-as-foundation narrative. paramountbusinessjets.com
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- 14 **FTC** — Trade Regulation Rule on Unfair or Deceptive Fees. [ftc.gov · r207011_udf_rule_2024_final](https://ftc.gov/r207011_udf_rule_2024_final)
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- 15 **Global News (Canada)** — Competition Act amendments · drip pricing. globalnews.ca
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- 16 **Magellan Jets** — Transparent pricing messaging. magellanjets.com
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- 17 **Sales Closer AI** — "Golden Minute" speed-to-lead in charter sales. salescloser.ai
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- 18 **BlakSheep Creative** — Luxury private jet charter website features 2026. blaksheepcreative.com
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- 19 **Off The Ground Marketing** — Route-specific landing pages for charter SEO intent. offthegroundmarketing.com
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- 20 **Agility Research (2026)** — Luxury confidence in 2026. agility-research.com
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- 21 **Flywire (2026)** — Luxury travelers prioritize exclusivity over extravagance. flywire.com
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- 22 **Baymard Institute** — Multi-step form conversion benchmarks. baymard.com



Tony

CONVERSIONJET™ · STORM INTEL

THE NEXT STEP

Let's walk through this — *together.*

Thirty minutes, shared screen, every finding on the table. We'll prioritize the quick wins, scope the medium lifts, and you leave with a dated sequencing plan Leviate's team can execute against.

BOOK THE 30-MINUTE WALKTHROUGH

PREPARED BY

Tony
ConversionJet™ by Storm Intel

DIRECT

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Schedule a call

ISSUED

April 16, 2026
Report v2.0