

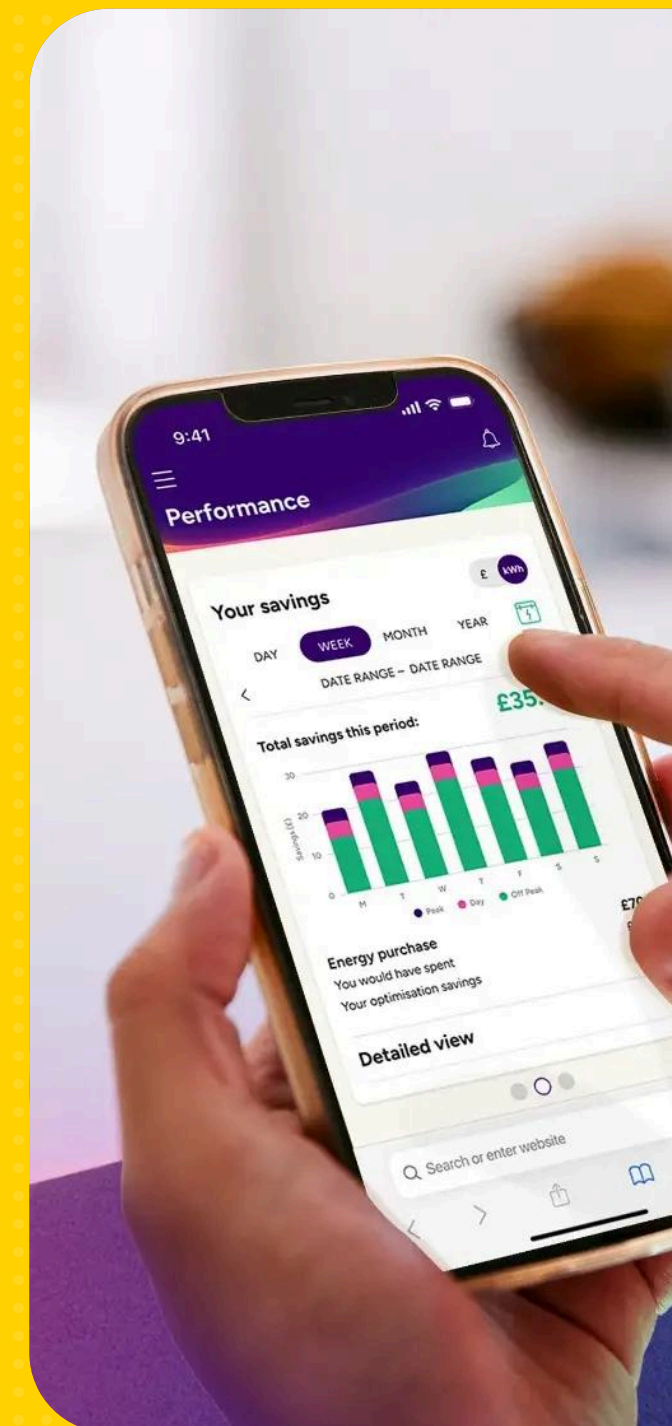
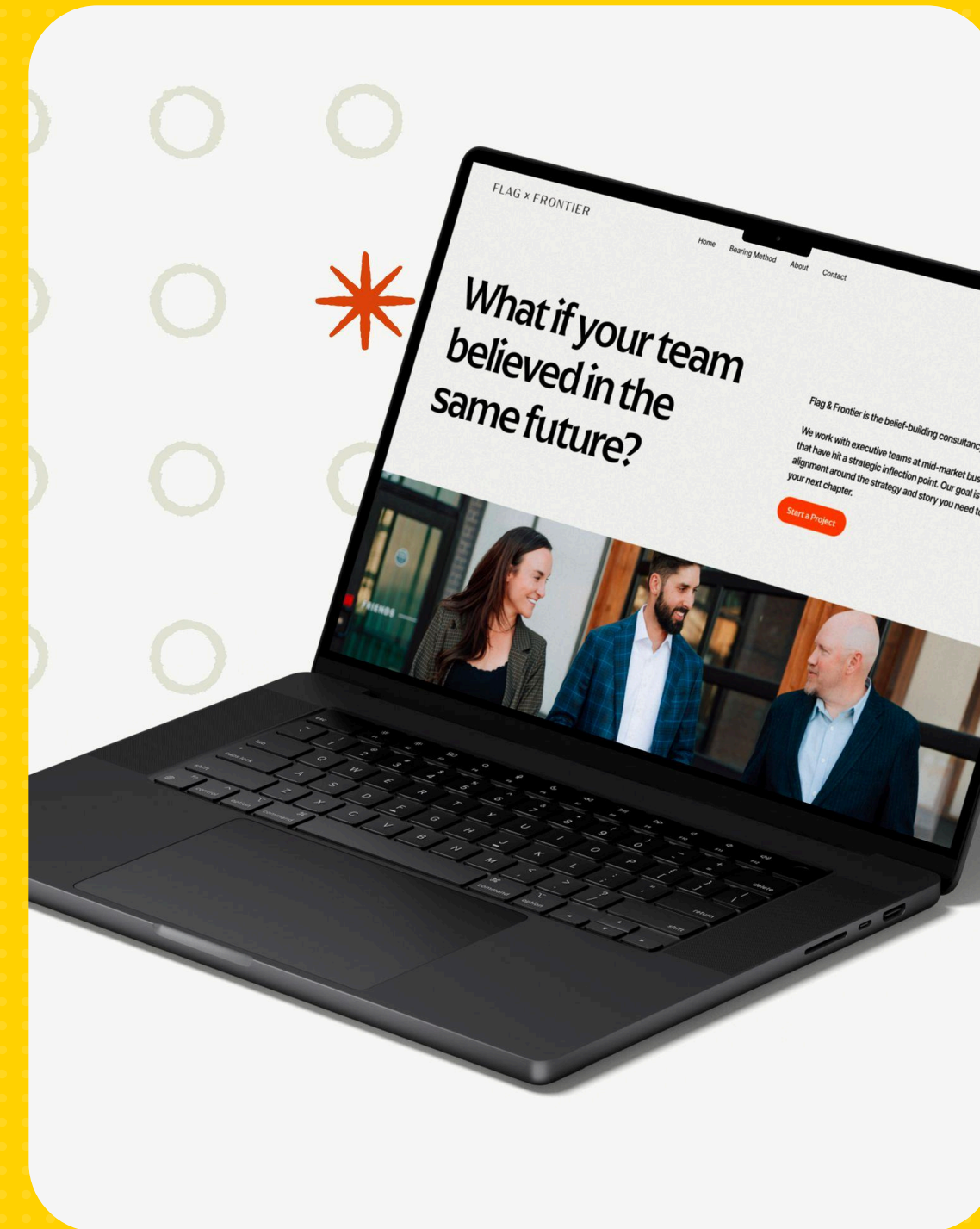
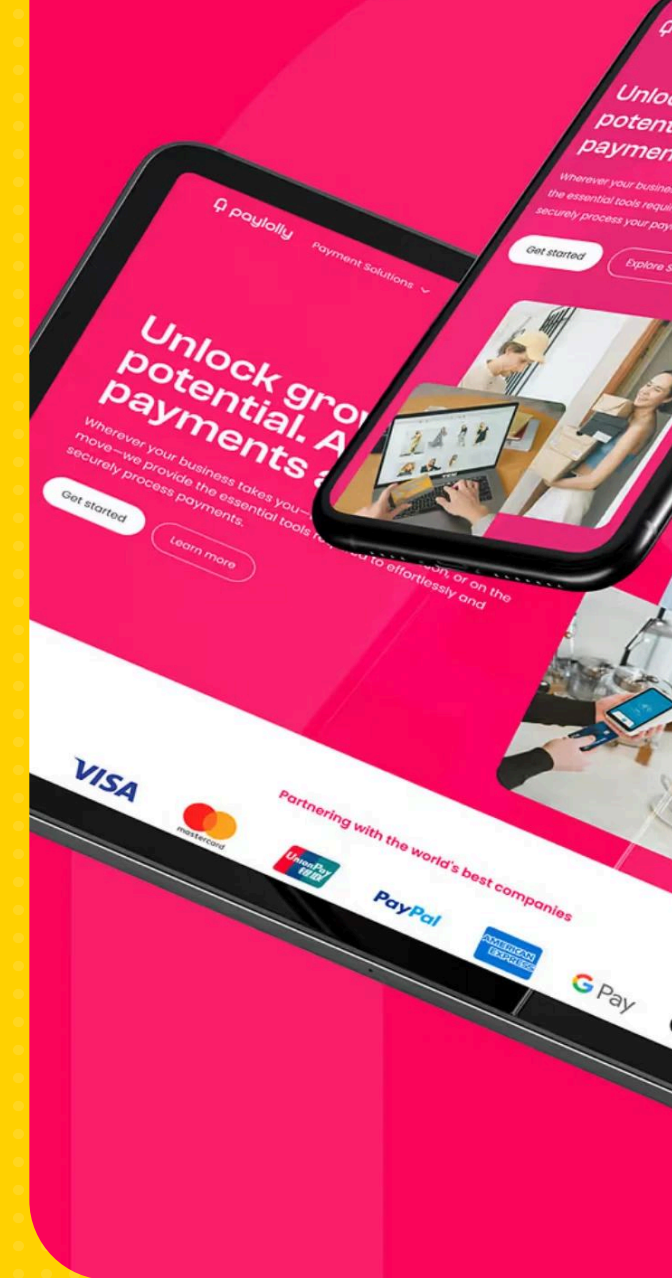
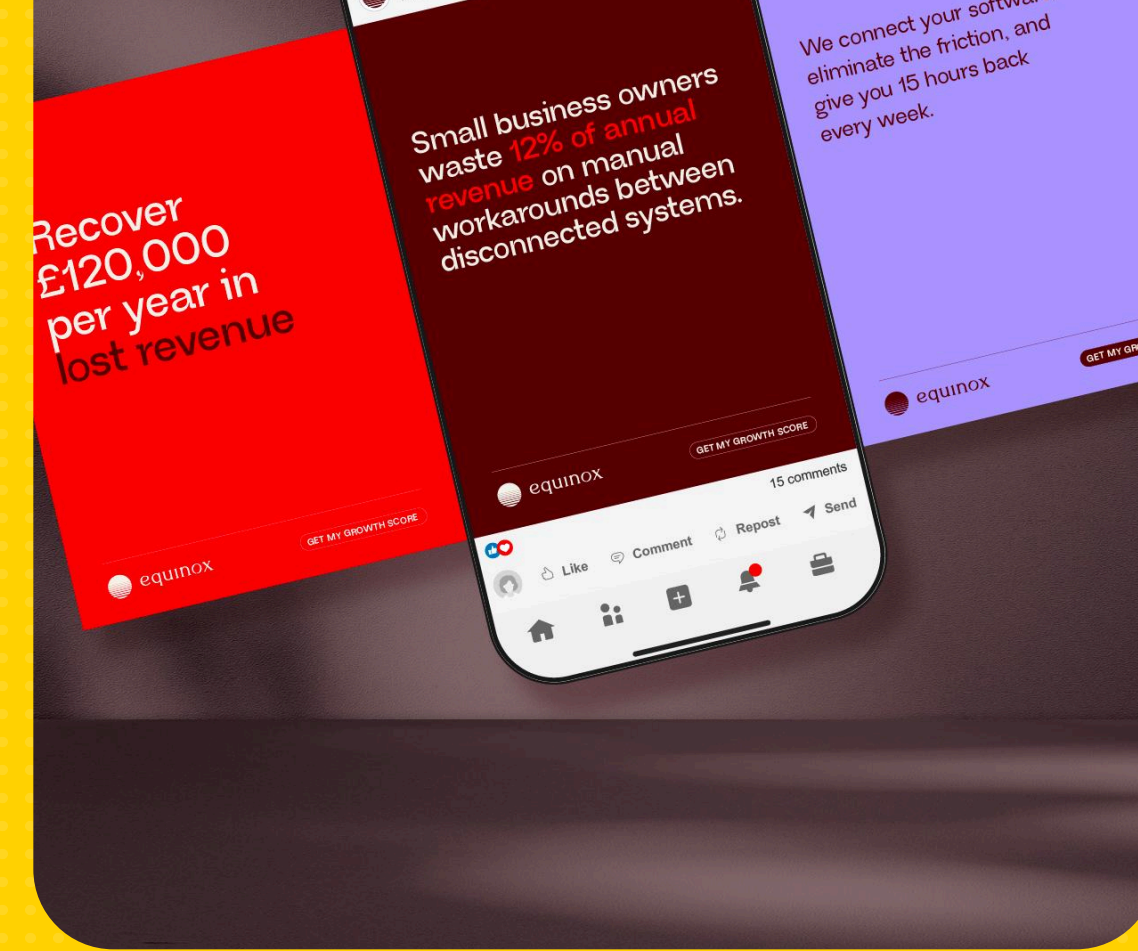
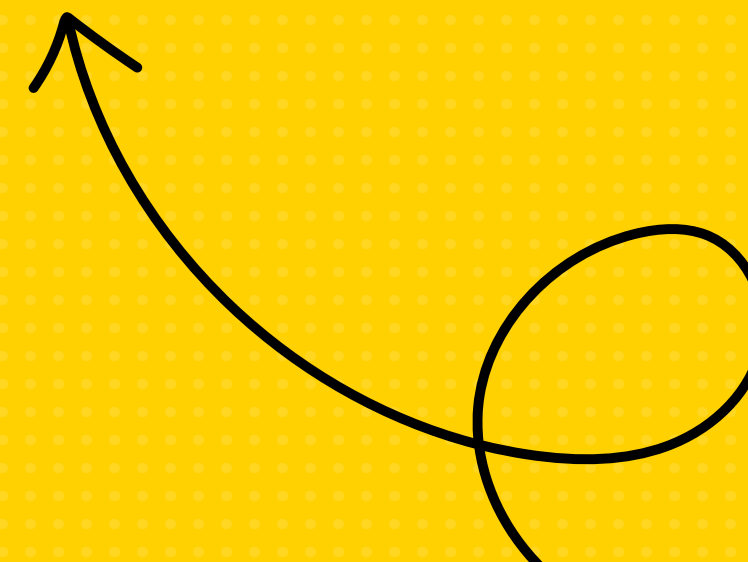


The 4C Lead Flow Method • VisionaryGrid Studio

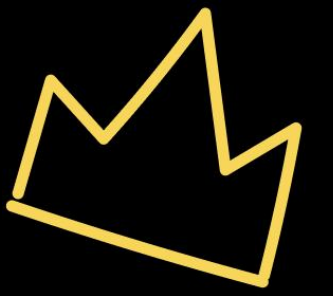
Is Your Website Infrastructure Or A Liability?

The 5-Minute Website Checklist For Established Service Businesses

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Anyone can have a website live by tonight. AI fills in the template, the copy, the layout done in an hour.



For a business just starting out, that's actually a really smart move.

But if your website is meant to be bringing in leads, building trust or you know... carrying your reputation, a site that merely looks finished isn't the same as one that actually works.

Here are the five questions we get our clients to answer to tell which one you've got.



Question 1

Who's actually going to update this in six months, and can they?

If the honest answer is "I'd probably have to call someone," that's not a small detail, it's a dependency. Every future change, however minor, now costs you time, money, and a wait.



Question 2

Does the copy sound like your business, or like a Wikipedia summary of your industry?

Generic copy doesn't just read flat, even worse it makes you “interchangeable”. If a competitor could paste your homepage onto their site and nobody would notice, your website isn't earning its keep.



Question 3

Is there an actual path from visitor to enquiry, or just a page that looks nice?

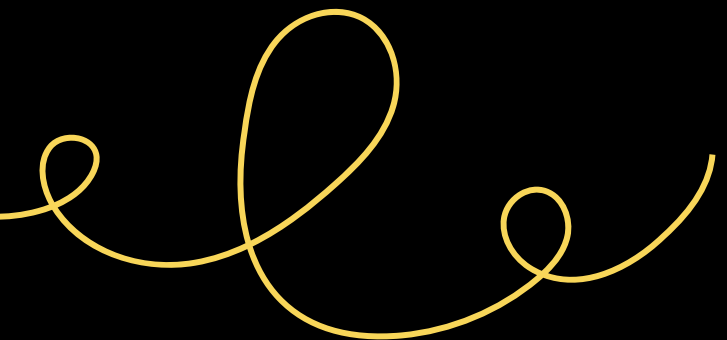
A visitor landing on your site and leaving isn't typically a design failure, it's a missing system. If there's no obvious next step for someone who isn't ready to book a call yet, you're relying on hope, not a funnel.



Question 4

What happens when you need something the template can't do?

Every template has a ceiling. The question isn't whether you'll hit it, it's whether hitting it means a quick fix, or a rebuild.



Question 5

Who do you call when it breaks?

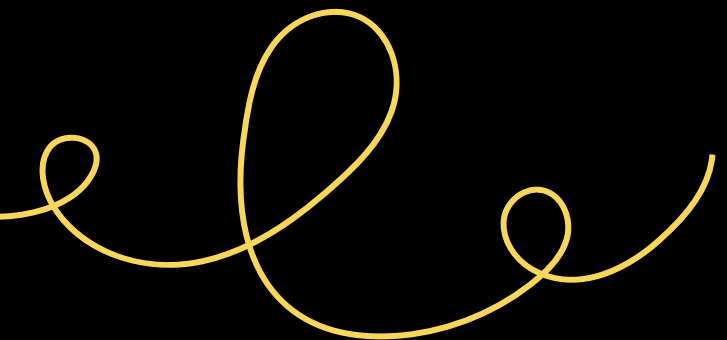
If there's no clear answer, that's not a hypothetical, it's the exact position most businesses only discover the moment their site actually goes down.



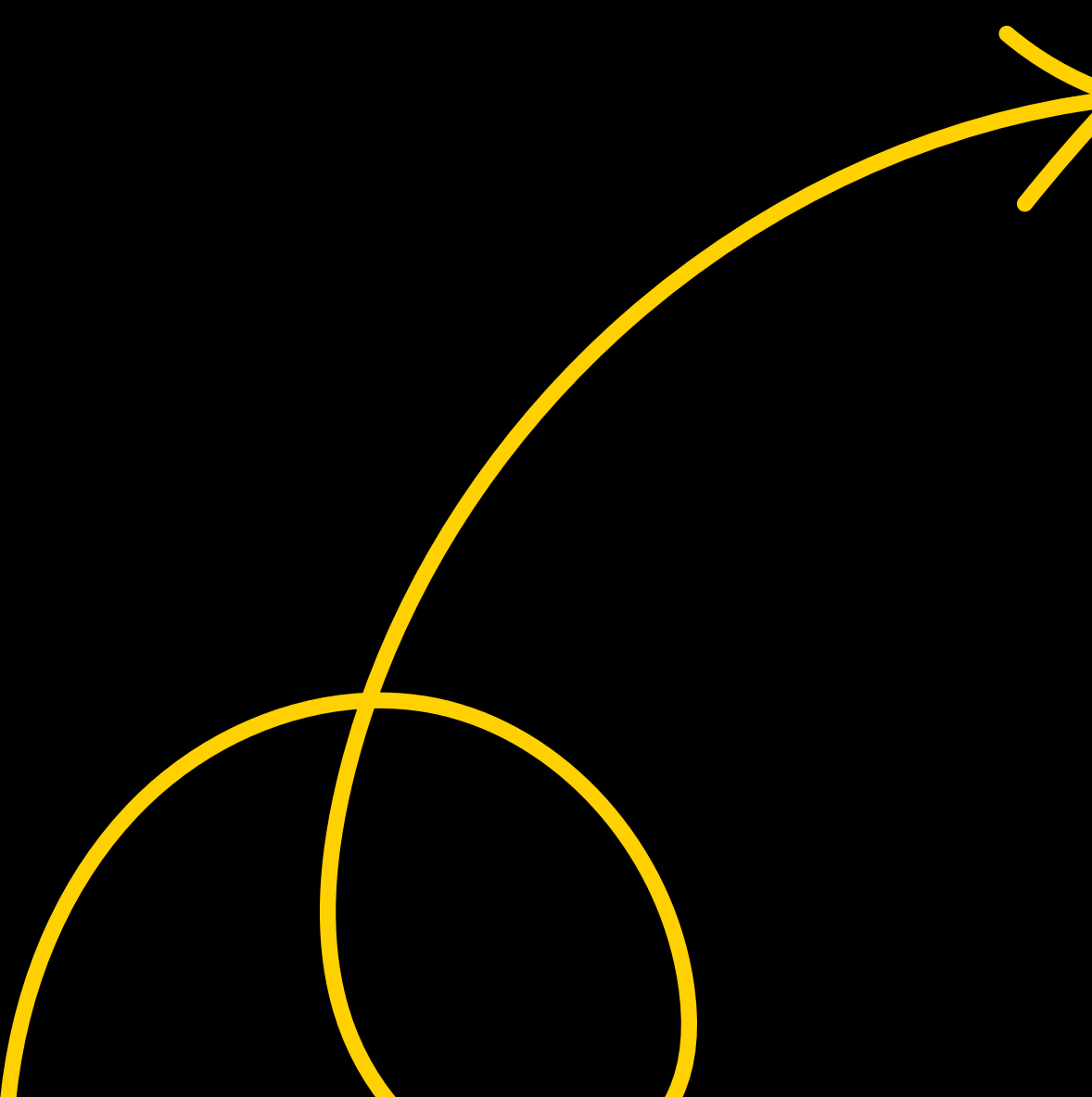
What your answers tell you

If you answered "no" or "not sure" to two or more of these, your website probably isn't doing the job you think it's doing, even if it looks finished.

That unfortunately, tends to stay invisible right up until it costs you a client.



Want the full picture?



START FREE

Take the 4C Growth Diagnostic

8 minutes. Find out which of the four pillars is your bottleneck. Get a free resource for that specific problem. No pitch at the end.

visionarygrid.studio/4c-growth-diagnostic

START A CONVERSATION

Book a Discovery Call

30 minutes. We'll look at where you are, where you want to be, and whether there's a fit. No proposal before a brief. No pitch on the call.

calendly.com/visionarygrid/schedule





**A site you're proud of.
A system that keeps working.**

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