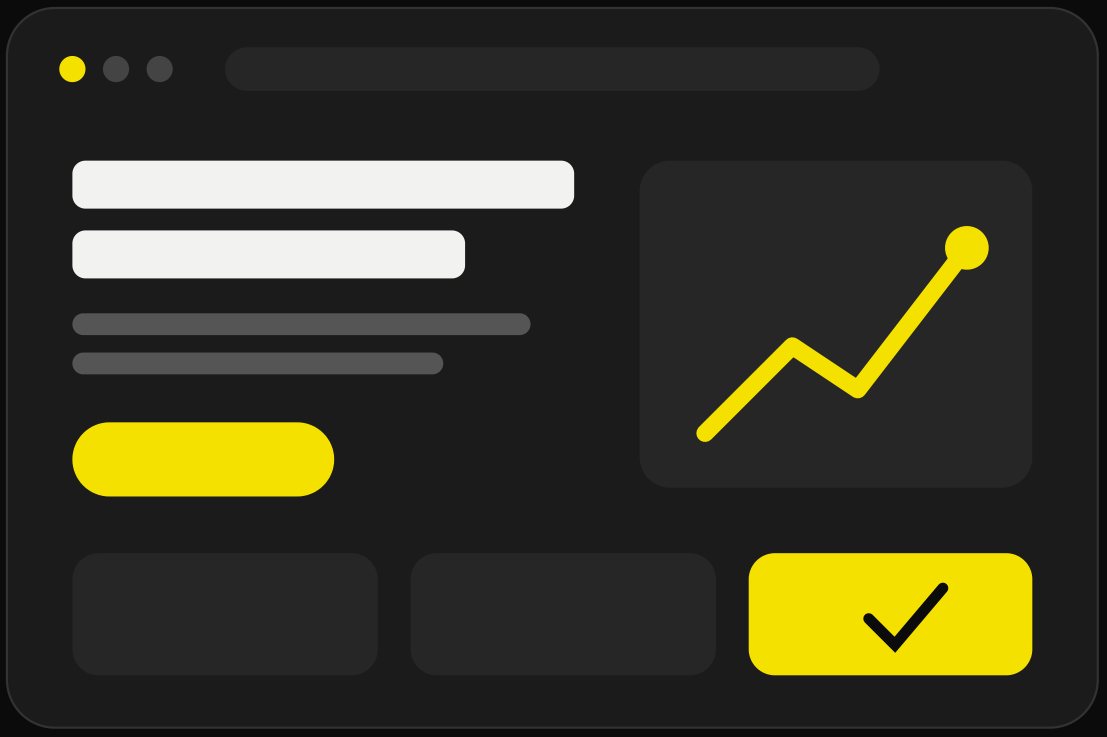
FREE CHECKLIST

25-POINT CHECKLIST · 45 MINUTES

WEBSITE LEAD-GEN AUDIT

Find out why your website isn't producing enquiries, and what to fix first.



HOW IT WORKS

MOST WEBSITES FAIL ON THE PATH TO ENQUIRY, NOT LOOKS.

Open your site on a laptop and a phone. Score each check as a first-time visitor would see it.

0	1	2
Not there	**Partly**	**Nailed it**
Missing or broken	Weak or buried	Clear and working

FIVE AREAS · 50 POINTS

A
First impression

B
Trust & proof

C
Conversion paths

D
Speed & technical

E
Findability & measurement

Tip
Ask someone outside the business to score it too.

SECTION A

FIRST IMPRESSION

Buyers decide in seconds whether to stay.

01
Clear in five seconds
What you do, for whom and where, before any scrolling.

0 1 2

02
Outcome-led headline
Talks about the buyer's result, not your process.

0 1 2

03
Speaks to the decision-maker
Written for the MD who signs off.

0 1 2

04
One obvious next step
A single primary button, repeated down the page.

0 1 2

05
Looks current
Nothing makes a buyer wonder if you're still trading.

0 1 2

SECTION A SCORE ___ / 10

SECTION B

TRUST & PROOF

Proof turns interest into confidence.

06
Real results on show
Case studies with a problem, solution and number.

0 1 2

07
Named testimonials
Name, role and company, ideally with a photo.

0 1 2

08
Recognisable signals
Client logos, accreditations or awards near your CTAs.

0 1 2

09
Real people
A team page with faces, so buyers know who they'll meet.

0 1 2

10
Legally sound
Company details, privacy notice and cookie controls.

0 1 2

SECTION B SCORE ___ / 10

SECTION C

CONVERSION PATHS

Make it effortless to start a conversation.

11
Several ways to enquire
Book, form, phone or email: their choice.

0 1 2

12
Short forms
Three to five fields to start a conversation.

0 1 2

13
Something for the not-ready
A guide or audit for researchers, not buyers.

0 1 2

14
Clear thank-you step
They know what happens next, and when.

0 1 2

15
Fast follow-up
Every enquiry answered within one working hour.

0 1 2

SECTION C SCORE ___ / 10

SECTION D

SPEED & TECHNICAL



Slow or broken sites quietly lose buyers.

16
Fast on mobile
Key pages load in under three seconds on a phone.

0 1 2

17
Works on every screen
Menus, forms and buttons are thumb-friendly.

0 1 2

18
Secure
HTTPS everywhere, no browser warnings.

0 1 2

19
No dead ends
No broken links, 404s or "coming soon" pages.

0 1 2

20
Accessible
Readable text, good contrast, alt text, labelled forms.

0 1 2

SECTION D SCORE ___ / 10

SECTION E

FINDABILITY & MEASUREMENT

Be found, then know what works.

21
A page per service
Each service targets how buyers actually search.

0 1 2

22
Local signals
Address, area and Google profile consistent everywhere.

0 1 2

23
Search Console connected
You can see the searches that bring people in.

0 1 2

24
Enquiries tracked
Forms, calls and bookings tracked as conversions.

0 1 2

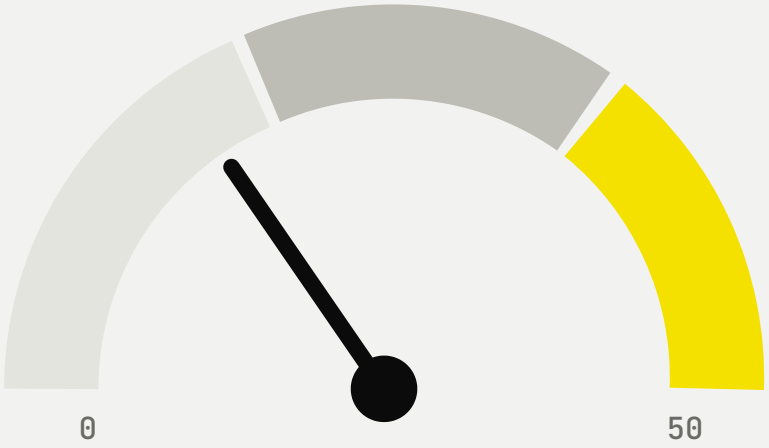
25
Someone owns it
A named person reviews the numbers monthly.

0 1 2

SECTION E SCORE ___ / 10

YOUR RESULT

ADD UP YOUR SCORE



TOTAL

_____ / 50

0–24
Working against you
Rethink the whole enquiry journey.

25–39
Leaking enquiries
Fix the zeros in A–C first.

40–50
Strong
Focus on traffic and testing.

FIVE QUICK WINS THIS WEEK

- Rewrite the homepage headline around your outcome
- Add "Book a call" to the header on every page
- Cut the enquiry form to five fields or fewer
- Put three results with numbers on the homepage
- Send a test enquiry and time the reply

NEXT STEP

WANT A SECOND PAIR OF EYES?

Send us your score. We'll look at your site, tell you the three fixes worth most, and be straight about whether we can help.

BOOK A FREE 30-MIN CALL
wearenv.co.uk/contact

EMAIL US
info@wearenv.co.uk

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