

Where are your enquiries getting lost?

Five practical checks between the first click and a booked conversation.

Mark Yes only if you can verify it. Otherwise, mark Not yet.

Use your own test enquiry. Keep customer and private records out of this worksheet.

01 Can a new visitor tell what you do and what to do next?

Test: Show your homepage to someone unfamiliar with it for five seconds.

First fix: Name who you help, the problem you solve and one clear next step.

☐ Yes ☐ Not yet

02 Does every enquiry reach someone who owns the reply?

Test: Send a labelled test through each public contact route.

First fix: Choose one inbox, a named owner and backup coverage.

☐ Yes ☐ Not yet

03 Is there a clear next step when the first reply goes unanswered?

Test: Walk a made-up lead through your follow-up process.

First fix: Agree a relevant follow-up and when to stop; respect contact preferences.

☐ Yes ☐ Not yet

04 Can a visitor book without confusion or extra back-and-forth?

Test: Check availability, time zone, confirmation and cancellation on a phone.

First fix: Use one current booking link and explain what the meeting is for.

☐ Yes ☐ Not yet

05 Does the next person know what was promised?

Test: Ask a teammate to take over a synthetic enquiry using only the record.

First fix: Record the request, next action, owner and due date together.

☐ Yes ☐ Not yet

Your first priority: pick the earliest broken handoff, or the gap most likely to leave a real enquiry unanswered.
Turn over to choose one practical fix.

One gap. One owner. One useful improvement.

Use the next seven days to repair one handoff and check that it works.

CHOOSE THE RIGHT FIRST FIX

Enquiries not arriving? Fix the route before buying more traffic.
Replies getting missed? Fix ownership before adding automation.
Booking confusing? Fix the next step before adding more choices.

THE GAP I CAN VERIFY

What failed in your test? Use made-up details, not customer information.

THE ONE CHANGE

What is the smallest change that would repair that handoff?

OWNER + CHECK DATE

Who will make it happen, and when will you test it again?

WHAT WILL COUNT AS WORKING?

Example: a test enquiry reaches the right inbox, has an owner and a next step.

Before you call it fixed

Repeat the test on a phone. Check the confirmation and the handoff. Keep a brief record of what changed. A successful test is evidence of a working step, not a promise of more sales.

Want a second pair of eyes? Book a 15-minute fit call.