

The Website Lead-Leak Manual

A self-audit that finds where your site quietly drops leads, and how to plug each hole.

Your site is probably leaking leads in places you cannot see. Run this the same way we run it on client sites: top to bottom, check each box, fix in priority order. Most sites fail 3 to 5 of these.

1. THE BOOKING FLOW (THE BIGGEST LEAK)

- ☐ A visitor can book or contact you in one tap from the top of the page.
Fix: put a single clear button above the fold. One action, not five.
- ☐ Your booking link works on a phone, in under 10 seconds, with no account required.
Fix: test it on your own phone right now. If it takes more than two screens, simplify it.
- ☐ There is a fallback for people who will not book yet (a text, a form, a number).
Fix: add a low-commitment option next to the booking button.

2. FORMS

- ☐ Your form asks for the least it can (ideally just a name and a way to reach them).
Fix: cut every field you do not truly need. Each field drops completion.
- ☐ After submitting, the person sees a clear confirmation and knows what happens next.
Fix: add a real thank-you state and tell them when you will reply.
- ☐ You actually receive and answer submissions fast (test it yourself).
Fix: submit your own form. If nothing lands, that is your whole leak.

3. SPEED AND MOBILE

- ☐ The page loads in under 3 seconds on a phone on cell data.
Fix: compress images, cut heavy embeds. Slow pages lose people before they read a word.

- ☐ Everything is readable and tappable on a small screen without pinching.
Fix: view it on your phone. Fix anything you have to zoom to use.

| 4. CLARITY AND THE OFFER

- ☐ A stranger can tell what you do and who it is for in 5 seconds.
Fix: put it in plain words at the very top. No clever headlines that hide the point.
- ☐ There is one primary action per page, repeated, not five competing ones.
Fix: pick the one thing you want them to do and make everything point at it.

| 5. TRUST

- ☐ There is proof on the page (a real review, a result, a face).
Fix: add one genuine piece of proof near the action.
- ☐ Your contact info and a real human presence are easy to find.
Fix: people buy from people. Make it obvious there is one here.

| FIX IN THIS ORDER

1) Booking flow. 2) Form receipt. 3) Speed. 4) Clarity. 5) Trust. The booking flow and the form receipt are where the money leaks fastest. Fix those two first, today, before anything else.