

# The 12-Point Lead Capture Audit

For Service Businesses

This checklist helps you quickly diagnose why your website may not be turning visitors into booked jobs. Rate each point from 1 to 5. Be honest. The results will show you exactly where to focus.

## **3C Digital Systems**

Automation and AI that books jobs for you.

*Free resource. Use it yourself or share with your team. No signup required.*

## How to Use This Audit

Go through your website page by page. For each of the 12 points, answer the checklist questions and give yourself a score from 1 to 5.

Total possible score: 60.

### Score Guide:

- 50 to 60: Your site is already working hard for you. Focus on small improvements.
- 35 to 49: Good foundation, but clear gaps are costing you leads.
- Below 35: Your website is likely acting more like a brochure than a sales tool.

After scoring, note the lowest three points. Those are your priorities. We can help fix all of them quickly with a done-for-you automation system.

## 1. Hero Section Impact

The first thing visitors see determines whether they stay or leave. Your headline and subhead must make the benefit obvious in seconds.

### Quick Checklist:

- Does the headline state a clear result (more jobs, less chasing) instead of just a service?
- Is there a strong visual or photo of a real person or result above the fold?
- Can a visitor explain what you do after reading the hero for 5 seconds?

*Rate this point: 1 (Needs work) - 2 - 3 (Average) - 4 - 5 (Excellent)*

### Example of a 5/5:

Good: A website that books jobs while you work on jobs. Bad: Professional website design and SEO services.

## 2. Value Proposition Specificity

Vague claims like we build great websites do not convert. Specific outcomes do.

### Quick Checklist:

- Does it name the main problems you solve (missed calls, no shows, admin time)?
- Are there numbers or time frames (weeks to launch, 24/7 lead handling)?
- Is it clear what makes you different from a generic web designer?

*Rate this point: 1 (Needs work) - 2 - 3 (Average) - 4 - 5 (Excellent)*

### Example of a 5/5:

Good: Fixed price, live in 4 weeks, booking system and AI included.

### 3. Trust Signals Above the Fold

People need proof before they give contact info. Trust elements reduce bounce rate.

**Quick Checklist:**

- Are there client names, logos, or results visible without scrolling?
- Is there a short testimonial or statistic in the hero area?
- Do you show years in business or number of projects completed?

*Rate this point: 1 (Needs work) - 2 - 3 (Average) - 4 - 5 (Excellent)*

**Example of a 5/5:**

Include Trusted by 40 plus local contractors or a recent before and after booking number.

## 4. Lead Form Friction

Long or confusing forms kill conversions. The easier it is to start, the more leads you get.

### Quick Checklist:

- Is there a visible form within the first scroll?
- Are you asking only for name, email or phone, and one short question?
- Does the form button text say what happens next (Get the free audit instead of Submit)?

*Rate this point: 1 (Needs work) - 2 - 3 (Average) - 4 - 5 (Excellent)*

### Example of a 5/5:

Best forms have 3 fields max at first. Add more after they engage.

## 5. Call to Action Strength

Weak buttons like Learn More get ignored. Benefit-driven CTAs work better.

### Quick Checklist:

- Do your buttons tell the visitor exactly what they get (free checklist, book a call)?
- Are there multiple CTAs on the page, not just one at the bottom?
- Is the primary CTA repeated after key sections?

*Rate this point: 1 (Needs work) - 2 - 3 (Average) - 4 - 5 (Excellent)*

### Example of a 5/5:

Strong: Get the 12-Point Audit or See how many jobs we can book for you.

## 6. Mobile Experience

Most visitors on phones. If it is hard to read or tap, leads disappear.

### Quick Checklist:

- Does the site load cleanly on a phone with no horizontal scroll?
- Are buttons and form fields large enough to tap easily?
- Is the phone number clickable so visitors can call right away?

*Rate this point: 1 (Needs work) - 2 - 3 (Average) - 4 - 5 (Excellent)*

### Example of a 5/5:

Test on your own phone. If you would not fill the form, visitors will not either.

## 7. Page Speed

Slow sites lose leads. Google and visitors both punish delays.

### Quick Checklist:

- Does the homepage load in under 3 seconds on mobile?
- Are images compressed and not slowing things down?
- Have you run a free speed test (Google PageSpeed) recently?

*Rate this point: 1 (Needs work) - 2 - 3 (Average) - 4 - 5 (Excellent)*

### Example of a 5/5:

Use tools like [pagespeed.web.dev](https://pagespeed.web.dev). Aim for green scores above 90.

## 8. Social Proof Placement

Testimonials and results build confidence at the right moments.

### Quick Checklist:

- Are there 3 or more specific testimonials with business type and result?
- Do you show results (jobs booked, hours saved) instead of generic praise?
- Is proof located near forms and pricing?

*Rate this point: 1 (Needs work) - 2 - 3 (Average) - 4 - 5 (Excellent)*

### Example of a 5/5:

Plumber in Denver booked 23 jobs in first month after launch.

## 9. AI or Chat Qualification

A smart chatbot can answer questions and capture leads even when you are busy.

### Quick Checklist:

- Is there a chat or message option that actually works?
- Does the AI know your services, prices, and availability?
- Does it ask qualifying questions and offer to book a time?

*Rate this point: 1 (Needs work) - 2 - 3 (Average) - 4 - 5 (Excellent)*

### Example of a 5/5:

Good chat greets with Need a quote for a new roof? I can help right now.

## 10. Easy Booking Integration

If visitors cannot schedule quickly, they will call someone else.

### Quick Checklist:

- Can a visitor see available times and book without leaving the site?
- Is the calendar connected to your real schedule?
- Do you send automatic confirmations and reminders?

*Rate this point: 1 (Needs work) - 2 - 3 (Average) - 4 - 5 (Excellent)*

### Example of a 5/5:

Integrate Calendly or similar and show real openings on the site.

## 11. Automated Follow-Up

Most leads do not buy on first contact. Follow-up systems turn interest into jobs.

### Quick Checklist:

- Do new leads get an immediate thank-you email or text?
- Is there a sequence that follows up 2-3 times over the next week?
- Are no-shows or abandoned forms re-engaged automatically?

*Rate this point: 1 (Needs work) - 2 - 3 (Average) - 4 - 5 (Excellent)*

### Example of a 5/5:

Send the audit PDF instantly, then a text 2 days later: Any questions on the checklist?

## 12. Conversion Tracking

You cannot improve what you do not measure. Know exactly which pages and offers work.

### Quick Checklist:

- Do you know how many form submissions you get each week?
- Can you see which traffic sources bring the best leads?
- Is there a simple dashboard or weekly report you actually look at?

*Rate this point: 1 (Needs work) - 2 - 3 (Average) - 4 - 5 (Excellent)*

### Example of a 5/5:

Set up free Google Analytics goals for form submits and phone clicks.

## Your Scorecard

Add up your scores from the 12 points. Write your total here: \_\_\_\_\_ / 60

### What Your Score Means

- 50 to 60: Strong. Small tweaks can push you even higher. Consider adding advanced automation.
- 40 to 49: Solid base with clear opportunities. Fixing the lowest 3 points usually doubles results.
- Under 40: Your site is leaving money on the table every day. A full system rebuild often pays for itself fast.

### Next Step

You now have a clear list of what to fix. If you would rather have someone build and run the whole thing for you, we can help.

### Book a free strategy conversation

We will review your site, walk through your audit, and give you a fixed price and timeline.

[contact@joudiweekes.com](mailto:contact@joudiweekes.com)

*This audit is free to use. If it helped, feel free to tell a fellow business owner about it. We appreciate it.*