

How healthy is your current lead flow?

Score each item 0-1 (or 0-10 total per section). This helps identify exactly where to focus your efforts.

1. Website First Impressions (Score /10)

- ☐ Clear, benefit-focused headline that says who you help
- ☐ Strong, obvious primary Call-to-Action (CTA) above the fold
- ☐ Fast loading speed on desktop and mobile
- ☐ Fully mobile-friendly design and navigation
- ☐ Easy-to-find contact information (phone, email, form)
- ☐ Professional, trustworthy design and branding
- ☐ Clear service or product offerings on the homepage
- ☐ No major broken links or errors
- ☐ Trust signals (testimonials, logos, certifications) visible
- ☐ Easy-to-use contact forms with minimal fields

Section Score: ____ /10

2. Google Business Profile and Local Search (Score /10)

- ☐ Profile fully claimed, verified, and complete
- ☐ Accurate and up-to-date business information (hours, address, phone)
- ☐ Regular posts and updates (at least monthly)
- ☐ High-quality photos and videos uploaded
- ☐ All services and attributes properly listed
- ☐ Responding to every customer review
- ☐ At least 5+ reviews in the past 6 months
- ☐ Consistent NAP (Name, Address, Phone) across the web
- ☐ Strong local keyword optimization in description
- ☐ Actively using Google Posts and Q&A section

Section Score: ____ /10

3. Reviews and Social Proof (Score /10)

- ☐ System in place to regularly ask for reviews
- ☐ Overall rating of 4.5 stars or higher
- ☐ Recent reviews prominently displayed on website
- ☐ Positive responses to all reviews (good and bad)
- ☐ Customer testimonials featured on site
- ☐ Video testimonials or case studies (if applicable)
- ☐ Social proof on homepage (logos, counts, etc.)
- ☐ Google review link easily accessible
- ☐ Monitoring reviews across multiple platforms
- ☐ Strategy to turn negative reviews into positive outcomes

Section Score: ____ /10

4. Lead Capture and Follow-Up (Score /10)

- ☐ Multiple, easy ways for visitors to contact you
- ☐ Forms are short and simple to complete
- ☐ Fast response time to new leads (ideally under 5 minutes)
- ☐ Automated thank-you or follow-up messages
- ☐ System to track lead source and status

- ☐ Clear next steps communicated to leads
- ☐ Retargeting or remarketing in place for website visitors
- ☐ Email or text follow-up sequence for non-responders
- ☐ CRM or simple system to organize leads
- ☐ Regular analysis of lead conversion rates

Section Score: ____ /10

Total Score: ____ /40

Quick Interpretation:

32-40 = Strong foundation - focus on growth and scaling

24-31 = Solid but has leaks - target 2-3 weak areas

Below 24 = Major opportunities - prioritize these fixes first

Next Step: The lowest-scoring sections are usually where you're losing the most potential customers. Fix those before investing heavily in new ads or campaigns.