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# More Leads, More Bookings

Turn more visitors into leads and booked work. You can have great visibility and strong trust signals, but if your website and follow-up systems don't convert, you're still leaving money on the table. Use this worksheet to find and fix the leaks.



## 1 Website Conversion Basics

- ☐ Headline clearly states who you help and what problem you solve (within 3 seconds)
- ☐ Key benefits and outcomes are obvious above the fold
- ☐ Calls-to-action (Call, Book, Get Quote, Contact) are clear and easy to find
- ☐ Mobile experience is fast and easy to use (most visitors are on phones)
- ☐ Trust signals (reviews, photos, guarantees) are visible on important pages

## 2 Lead Capture

- ☐ Forms are simple and only ask for essential information
- ☐ Forms work properly and submissions go to the right place
- ☐ You offer multiple ways to get in touch (form, phone, text, booking link)
- ☐ Thank-you/confirmation messages are clear and set expectations
- ☐ You have a way to capture leads even if someone doesn't fill out a form (chat, call tracking, etc.)

**3****Messaging & Offers**

- ☐ Your offer is clear and specific (not vague like “contact us”)
- ☐ You make it easy for people to take the next step (book a call, request a quote, schedule service)
- ☐ Pricing or process information is transparent where appropriate
- ☐ You address common objections or concerns on key pages
- ☐ Messaging focuses on outcomes and results, not just services

**4****Follow-Up Systems**

- ☐ New leads receive an immediate automated response (email or text)
- ☐ You have a defined follow-up sequence for leads that don’t respond right away
- ☐ Someone is responsible for personally following up with new inquiries within hours
- ☐ You track which leads turn into booked jobs and which sources perform best
- ☐ You have a simple CRM or system to manage leads and follow-up

**PRO TIP**

Follow-up speed is one of the biggest conversion levers you have — leads contacted within minutes convert at far higher rates than leads contacted the next day.

## Quick Conversion Score

**0** of 20 checked

- 16–20** Strong conversion foundation. Focus on testing and optimization.
- 11–15** Good systems with clear leaks. Prioritize follow-up and lead capture improvements.
- 0–10** Major opportunity. Weak conversion is likely costing you significant revenue.

*"The businesses winning right now aren't the biggest or best-funded. They're the ones with a clear strategy, consistent execution, and systems that turn visibility into booked work — without the owner chasing every opportunity."*



### Ready to fix the leaks in your conversion system?

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