VENDRATO

WEBSITE ENQUIRY CHECKLIST / 01

Where does your website lose the enquiry?

Use your phone and a fresh browser window. Tick a check only when you can demonstrate it. Start with your most important service page.

☐ **01 Make the offer clear**

Within the first screen, can a new visitor name what you do, who you help and where you work? Ask someone who has not seen your site.

☐ **02 Make the next step obvious**

Can someone call, book or request a quote without hunting? Use a specific label such as “Request a site visit”.

☐ **03 Show relevant evidence**

Does the page show genuine work, a clear process or an attributable customer quote for this service? Remove claims you cannot support.

☐ **04 Check the phone experience**

Read the page at normal size. Tap the menu and primary button. Check that text fits and controls do not overlap.

Record the page you tested: _____

Follow the enquiry all the way through.

- [ ] **05 Submit your own test enquiry**

  Use a test address you control. Complete the form, check the success message and confirm who receives it. A working button alone is not a passing test.

- [ ] **06 Keep the form proportionate**

  Ask only for what you need to respond. Explain what happens next. Make optional marketing preferences separate from the enquiry.

- [ ] **07 Test an awkward submission**

  Try an invalid email, an empty required field and a double-click. The page should explain errors and avoid creating duplicate enquiries.

- [ ] **08 Give every enquiry an owner**

  Open the contact record. Can your team see the source, service requested, person responsible and next action?

- [ ] **09 Verify booking and handover**

  Book a controlled test slot only if your team knows it is a test. Check the time zone, confirmation and cancellation route.

Choose one fix.
Measure the difference.

This checklist is a prioritisation aid, not a conversion-rate prediction. An unticked submission or routing check comes before cosmetic changes.

Your next seven days

The point where the enquiry breaks

_____

The smallest useful fix

_____

Owner and completion date

_____

Evidence that the fix works

_____

Want another pair of eyes?

Bring the page, your test result and the problem you found to a 30-minute project call. We can discuss the most practical next step.
Book: https://vendrato.com/book