Website enquiries diagnosis checklist

Work through the five stages in order and fix the first one that fails. Changing everything at once means you will not know what worked.

Stage 1: Found. Can Google show the page at all?

- [ ] Verify your site in Google Search Console (without it you are guessing)
- [ ] Inspect your home page and your main service page. Look for “URL is on Google”
- [ ] If it says the page is not indexed, run a live test
- [ ] Try a quick search for site:yourdomain.com (a rough hint only, not a complete list)
- [ ] Look for an accidental noindex rule or a robots.txt file blocking crawling
- [ ] Submit a sitemap

Stage 2: Clicked. Does the result earn the click?

- [ ] Every page has a distinct, descriptive, concise title (not just “Home”)
- [ ] The description summarises the page, is unique and specific
- [ ] The title names the service and the place or audience

Stage 3: Trusted. Does the page earn belief?

- [ ] In five seconds, a stranger can say what you sell, who it is for and where
- [ ] Proof is visible: real reviews, photos of your own work, a real address, real people
- [ ] Broken images, tiny text and clashing pop ups are fixed
- [ ] Speed targets met at the 75th percentile: loading 2.5 seconds or less, response to taps 200 milliseconds or less, layout shift 0.1 or less (test on a phone)

Stage 4: Contactable. Is the next step easy?

- [ ] A contact method is visible without scrolling or opening a menu
- [ ] The phone number taps to call and the WhatsApp button opens a chat
- [ ] The form is short: name, a contact detail and a message
- [ ] The form really sends and you receive it (submit a test every month)
- [ ] Every service page has a clear next step, not only the contact page
- [ ] If you take bookings, the calendar link works on a phone

Stage 5: Answered. Do enquiries get a fast reply?

- [ ] Check your inbox, form notifications and messages for the last month
- [ ] Count how many arrived, how many got a reply and how long that took
- [ ] Form notifications go to an address someone actually reads
- [ ] A shared inbox that more than one person sees
- [ ] An automatic acknowledgement such as “Thanks, we reply within one working day”
- [ ] A simple follow up reminder after a few days

What not to do

- Do not buy traffic to a page that does not convert.
- Do not change everything at once.
- Do not judge on a few days of data.
- Do not copy a competitor’s page. Their proof is not yours.
- Do not trust anyone who promises rankings.

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