



FREE 10-MINUTE CONVERSION REVIEW

12 local lead leaks that cost organic traffic

Use this before investing more time in SEO or content. Check each item honestly, then fix the three leaks most likely to stop a ready-to-buy local customer.

01

Five-second clarity

Can a new visitor name who you help, the result you create, and the next step in five seconds?

☐

FIX: Put the audience, outcome, and primary action above the fold.

02

Search-to-page match

Does the page clearly answer the service and intent behind the search?

☐

FIX: Use one focused page for each materially different search intent.

03

Local relevance

Is the real service area obvious without stuffing city names or implying locations you do not have?

☐

FIX: Name the honest market and show how the service works there.

04

One primary action

Is there one dominant action instead of several competing choices?

☐

FIX: Choose quote, call, or booking based on buyer intent.

05

Mobile action path

Can a visitor call or open the form with one thumb without hunting through a menu?

☐

FIX: Keep the primary action visible and tap targets at least 44 pixels high.

06

Speed under pressure

Does the first useful content appear quickly on a normal mobile connection?

☐

FIX: Compress media, limit scripts, and prioritize above-the-fold content.



Trust, follow-up, and your next move

07

Specific proof

Are claims supported by real credentials, process details, examples, or customer evidence you can verify?

☐

FIX: Remove invented proof and make real evidence easy to scan.

08

Price context

Can a qualified buyer understand the likely starting investment before giving contact details?

☐

FIX: Show a starting price, range, or clear pricing process.

09

Low-friction form

Does the first form ask only for information needed to start a useful conversation?

☐

FIX: Remove optional fields and explain the response time.

10

Risk reversal

Does the buyer know what happens before payment, during approval, and if an implementation defect appears?

☐

FIX: Put scope, revision, payment, and correction terms in writing.

11

Conversion tracking

Can you distinguish calls, forms, bookings, and qualified leads instead of counting every visit as success?

☐

FIX: Track meaningful actions and keep source attribution.

12

Fast human follow-up

Does a real person respond quickly with a useful next step while the prospect still remembers why they reached out?

☐

FIX: Assign ownership, set alerts, and use a consistent response process.

Your score

9-12 clear: protect the path and keep improving.

5-8 mixed: fix the three highest-intent leaks.

0-4 weak: rebuild clarity before chasing more traffic.

CHECKED

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