GBD

GROW BETTER DIGITAL

The Growth Leak Audit

27 yes-or-no questions that show where your business is quietly losing enquiries, customers and money, and what to fix first.

27	3	10
questions	blocks	minutes

START HERE

Why most businesses don't need more leads

They need more of the leads they already get to turn into money.

If 100 people find your business each month and 2 buy, getting to 4 doubles your revenue without spending another penny on advertising. That's the cheapest growth there is, and almost nobody looks for it, because leaks are quiet. A missed call, a quote nobody chased or a customer who was never asked back doesn't show up on any invoice.

This audit finds those leaks. It follows the path every customer takes through your business, in three blocks of nine questions:

Block A · The offer and the page (1–9)

Do the people who find you understand what you sell, trust you, and know what to do next?

Block B · The enquiry and the follow-up (10–18)

When someone gets in touch, how fast, how well and how often do you respond?

Block C · Delivery and the return visit (19–27)

Does each customer turn into reviews, repeat work and referrals?

How to do it

1. **Be honest.** Tick "Yes" only if it's true today, not if it's planned or "mostly". Every "No" is a leak.
2. **Do it with whoever answers your phone or inbox.** If you give different answers, that gap is a leak in its own right.
3. **Add up your "No" answers for each block,** then use the scoring page at the end to find your bottleneck.
4. **Start with question 10.** Reply speed is the single most expensive leak we see.

BLOCK A · LEAKS 1–9

The offer and the page

This block checks whether the people who find you understand what you sell, trust you and know what to do next. Leaks here waste every pound you spend on getting seen.

01 **Can a stranger tell what you sell, who it's for and where you work within five seconds of landing on your website?**

Why it matters: People decide in seconds whether they're in the right place. If they have to work it out, most won't bother and go back to Google.

☐ Yes ☐ No

02 **Does your website load in under three seconds on a phone?**

Why it matters: Most local searches happen on a phone, often on mobile data. A slow page loses people before they've seen a single word.

☐ Yes ☐ No

03 **Does each main service have its own page, rather than one page listing everything?**

Why it matters: A page about one service can answer that customer's exact questions, and it gives Google something specific to show for that search.

☐ Yes ☐ No

04 **Do your ads and posts send people to the page for that exact offer, not your homepage?**

Why it matters: Someone who clicked an ad for boiler servicing wants boiler servicing, not your life story. Dropping them on the homepage makes them hunt, and many leave.

☐ Yes ☐ No

05 **Do you show a price, a price range or a "from" price?**

Why it matters: No price makes people assume you're expensive, or that they'll be chased by a salesperson. A guide price filters out time-wasters and reassures the right customers.

☐ Yes ☐ No

06 **Are there recent, real reviews and photos of your own work on the page people land on?**

Why it matters: Stock photos and old reviews read as "nobody's used them lately". Real work and recent reviews are the strongest trust signal you have.

☐ Yes ☐ No

07 **Is there one clear next step (call, book or get a quote) visible without scrolling on a phone?**

Why it matters: If the button isn't obvious, the decision gets put off, and put-off decisions usually go to a competitor.

☐ Yes ☐ No

08 **Is your Google Business Profile complete, with hours, services, area, photos and replies to every review?**

Why it matters: For local businesses, your profile is often seen more than your website. Gaps there look like a business that isn't paying attention.

☐ Yes ☐ No

09 **Can you explain in one sentence why someone should choose you over the three competitors they're also looking at?**

Why it matters: If you can't say it, your website can't either, and customers fall back on comparing price.

☐ Yes ☐ No

Block A total: number of "No" answers ☐ / 9

BLOCK B · LEAKS 10–18

The enquiry and the follow-up

This block checks what happens after someone gets in touch. It's where most businesses lose the most money, because the customer was already interested.

10 **Do you reply to every new enquiry within five minutes, even if it's an automatic message?**

Why it matters: An enquiry is the moment of peak interest. The business that replies first very often wins the job, simply by being first.

☐ Yes ☐ No

11 **Do you record every enquiry, where it came from and whether it became a sale?**

Why it matters: Without this you can't tell which marketing works, or how many enquiries slip through the cracks. You can't fix a leak you can't see.

☐ Yes ☐ No

12 **Does one named person own checking enquiries every day, at set times?**

Why it matters: When enquiries are "everyone's job", they become nobody's job, and messages sit unanswered over busy days.

☐ Yes ☐ No

13 **Can customers contact you the way they prefer: phone, form, email, text or online booking?**

Why it matters: Some people won't ring and some won't fill in forms. Every channel you don't offer quietly turns some customers away.

☐ Yes ☐ No

14 **Do missed calls automatically get a text back?**

Why it matters: A missed call is usually a customer ringing the next business on the list. An instant text holds them while you finish the job you're on.

☐ Yes ☐ No

15 **Do you follow up every quote at least twice if you don't hear back?**

Why it matters: Silence rarely means no. People get busy and forget. A polite follow-up wins jobs you've already done the work to quote for.

☐ Yes ☐ No

16 **Do your quotes go out within 24 hours and explain what's included, not just a price?**

Why it matters: A bare number gets compared on price alone. A quote that explains what they get, and why it's worth it, gets compared on value.

☐ Yes ☐ No

17 **Do you know what percentage of enquiries become paying customers?**

Why it matters: This is your conversion rate. Moving it from 20% to 30% gives you more customers for exactly the same marketing spend.

☐ Yes ☐ No

18 **Do you know what it costs you to win each new customer?**

Why it matters: Add up what you spent getting new business and divide by new customers. Without this number, you can't tell good marketing from bad.

☐ Yes ☐ No

Block B total: number of "No" answers ☐ / 9

BLOCK C · LEAKS 19–27

Delivery and the return visit

This block checks whether each customer turns into more customers: repeat work, reviews and referrals. It's the cheapest growth there is, and the most overlooked.

19 **After someone says yes, do they know exactly what happens next, and when?**

Why it matters: Uncertainty after paying creates anxiety, complaints and cancellations. A clear next step makes you look organised from day one.

☐ Yes ☐ No

20 **Do you ask every happy customer for a review at the moment the job is finished?**

Why it matters: That's when they're happiest. Ask weeks later by generic email and most people never get round to it.

☐ Yes ☐ No

21 **Do you keep every customer's details in one place you can email or text from?**

Why it matters: Your past customers are the people most likely to buy again. If their details are scattered across phones and notebooks, you can't reach them.

☐ Yes ☐ No

22 **Do you contact past customers at least every three months with something useful?**

Why it matters: If you go quiet, they forget you, and next time they search Google instead of calling you.

☐ Yes ☐ No

23 **Do you offer a natural next service, repeat booking or maintenance plan?**

Why it matters: Winning a new customer costs far more than serving an existing one again. A planned next step turns one-off jobs into ongoing income.

☐ Yes ☐ No

24 **Do you ask happy customers for referrals, and give them a reason to refer?**

Why it matters: A recommendation from a friend beats any advert. Most happy customers will refer you, but only if you ask, and it's easier with a thank-you attached.

☐ Yes ☐ No

25 **Do you know what an average customer is worth to you over time?**

Why it matters: If a customer is worth £900 over three years, spending £50 to win one is a bargain. Without this number, good marketing looks expensive.

☐ Yes ☐ No

26 **Do you own your website, domain, ad accounts and customer data, all in your business's name?**

Why it matters: If a supplier owns them, you're renting your own business. Leaving can mean starting again from nothing.

☐ Yes ☐ No

27 **Do you check your three numbers every month and act on what they tell you?**

Why it matters: Cost per customer, conversion rate and customer value tell you where to spend and what to fix. Checked monthly, they stop small leaks becoming big ones.

☐ Yes ☐ No

Block C total: number of "No" answers ☐ / 9

YOUR SCORE

Find your bottleneck

Write in your "No" count for each block.

Block	What it covers	Your leaks
A	The offer and the page	☐ / 9
B	The enquiry and the follow-up	☐ / 9
C	Delivery and the return visit	☐ / 9

What your score means, per block

0–2 leaks: healthy. Keep checking it every few months. Small leaks creep back when you get busy.

3–5 leaks: leaking. You're losing customers you've already paid to attract. Fixing these is usually quick and cheap compared with buying more traffic.

6–9 leaks: urgent. This block is holding your whole business back. Fix it before spending another pound on advertising, because extra traffic will pour straight out of the same holes.

The block with the most leaks is your bottleneck

Growth is a chain: the offer, the page, the follow-up and the return. It's only as strong as its weakest link. Fix your worst block first, then work through the rest in order.

Want help fixing your leaks?

Book a free 30-minute Growth Call. We'll go through your audit with you, show you the two or three leaks costing you the most, and send you a written plan: what to fix, in what order, and what it costs. The plan is yours to keep, whatever you decide.

growbetterdigital.co.uk

Results vary depending on your offer, your product, the demand in your market, the quality of what you deliver and the systems in place. This audit is a starting point for spotting common problems, not a guarantee of any particular result.