SAMPLE REPORT – FICTIONAL BUSINESS

This is an example of our Inquiry Leak Audit format. The business, scores and findings are invented.

Doggy Digital

INQUIRY LEAK AUDIT · SAMPLE

Cedar Ridge Dog Training
Austin, Texas, United States

A fictional board-and-train and private-lesson business, used only to show the report format.

PREPARED BY
Doggy Digital

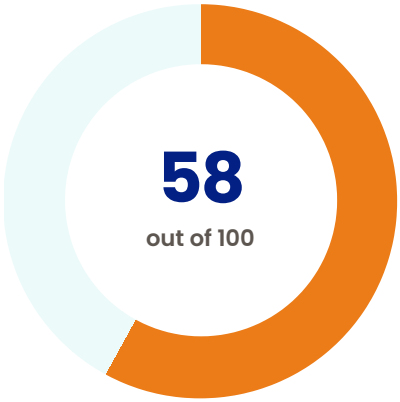
DATE
12 November 2026

OVERALL SCORE
58 / 100 · Useful site, but the path to a booking leaks

TURNAROUND
48 hours from URL

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Summary score



Useful site, but the path to a booking leaks

The site looks professional on a desktop, and the program pages explain the work reasonably well. On a phone, though, the inquiry form is long, the number is not tappable, and reviews sit a long way from the button. Visible Google Ads land on the homepage rather than the board-and-train page. There is no useful reply when an inquiry arrives at the weekend.

This score is a simple internal rating we use in sample and live reports so you can see strengths and gaps at a glance. It is not a scientific index, and it is not a promise of future bookings.

What we checked

Website speed and mobile
Homepage, board-and-train page and inquiry form, on a phone and a desktop. Illustrative timings only.

Google Business Profile
Categories, hours, photos, description and whether the profile matches the site.

Search visibility
A snapshot of how the business appears for a handful of obvious local searches. Not a full rank track.

Ads
Any Google Ads we could see from a normal search. We did not log into an ads account.

Inquiry form and follow-up
Form length, thank-you page, and what happens after hours.

Reviews
Whether reviews exist, and whether they sit next to the invitation to book.

Top findings

HIGH · INQUIRY FORM

The form asks for 11 fields before anyone can send a message

Name, two phone fields, address, dog breed, age, veterinary clinic, a long history box, how they heard of you, and a preferred package. On a phone this takes more than a minute and a half in our walk-through. Serious buyers often leave here.



HIGH · MOBILE

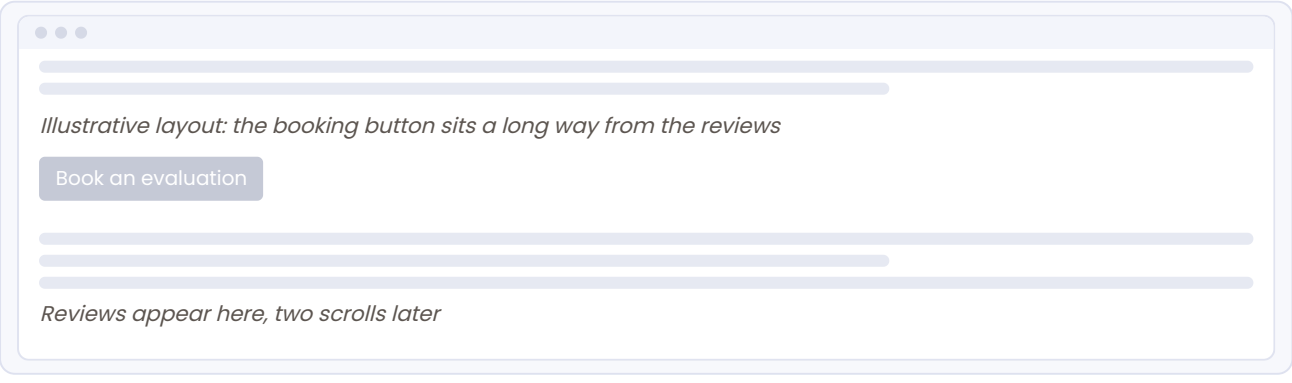
The phone number in the header is not tappable

It is set as plain text, not a link. On a phone, an owner who wants to call has to copy the number by hand. The same number in the footer is tappable, but it is easy to miss.

HIGH · PROOF

Reviews are strong, but they are two scrolls away from the booking button

The site mentions “200+ five-star reviews” in the footer. The board-and-train page has a booking button near the top, with no review or photo of a completed dog next to it. Proof is doing almost no work at the moment of decision.



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Further findings

MEDIUM · SPEED

The board-and-train page is slow on a phone

In our walk-through the page took several seconds to become usable, mainly because of large unoptimized photos in the gallery. A careful owner may not wait.



MEDIUM · ADS AND LANDING

Google Ads for “board and train Austin” open the homepage

The homepage is a general overview. The board-and-train page is the better match for that search. Sending paid clicks to the wrong page wastes money and makes the offer harder to understand.

MEDIUM · FOLLOW-UP

Weekend inquiries get a generic thank-you and then silence

The thank-you page says “we will be in touch.” There is no timing, no booking link, and no automatic message for evenings or weekends. Question 12 on our scorecard would score a 0.

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Ranked list of fixes

We would do these in this order. Effort is how much work it usually takes. Impact is how much it is likely to help the path from a first visit to an inquiry or booking.

#	FIX	EFFORT	IMPACT
1	**Cut the inquiry form to name, contact, dog and a short note** Lets someone inquire in under a minute on a phone.	LOW	HIGH
2	**Make the header phone number tappable, and repeat it next to the form** Removes a small but real barrier for owners who prefer to call.	LOW	MEDIUM
3	**Place two or three recent reviews beside the booking button** Puts proof at the moment of decision, not in the footer.	LOW	HIGH
4	**Compress and lazy-load the gallery photos on the board-and-train page** Makes the page usable on a phone much sooner.	MEDIUM	MEDIUM
5	**Point Google Ads at the board-and-train page, not the homepage** Matches the search to the offer the owner asked for.	LOW	HIGH
6	**Add a clear thank-you and a simple after-hours follow-up** A short message with timing and a booking link keeps weekend inquiries warm.	MEDIUM	HIGH
7	**Tighten the Google Business Profile categories and weekly posts** The profile is present but thin, and does not mention board-and-train clearly.	LOW	MEDIUM

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What you could do next

You can use this report yourself, or hand it to your current developer. If you want our help, a short consultation is the usual next step. A monthly plan, website improvements, or a new website are only recommended if they fit what we found.

Usual next step

A short, free consultation to decide whether to fix the path on the existing site, or to work month by month on search, ads and follow-up.

You can do these yourselves

Form length, tappable number and review placement are small changes a developer or a confident site owner can often make quickly.

Website improvements

If you want us to implement the priority fixes on the existing site, that is a scoped piece of work, not a new website.

Do not buy more ads first

Until the form, proof and landing page are fixed, extra ad spend will send more people into the same leaks.

This sample does not describe a real client, and it does not promise a number of new bookings. A live Inquiry Leak Audit is a written report on your own site, delivered in 48 hours after payment and your URL.