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

Harbour Lane Veterinary Practice
Bristol, United Kingdom

A fictional independent first-opinion veterinary practice, used only to show the report format.

PREPARED BY
Doggy Digital

DATE
12 November 2026

OVERALL SCORE
61 / 100 · Trust is there; booking on a phone is not easy enough

TURNAROUND
48 hours from URL

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Invented example for format only. Not a real business.

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Summary score



Trust is there; booking on a phone is not easy enough

The practice is clearly a real, local vet, and the team pages and clinical tone are careful. The leaks are practical: the online booking widget is awkward on a phone, emergency advice is hard to find, the Google Business Profile is out of date, and new-client ads land on a long "About us" page. Follow-up after a first inquiry is left until the next working morning.

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, "New clients", vaccinations and the booking path, on a phone and a desktop.

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

Search visibility
A snapshot of obvious local searches such as a vet nearby, vaccinations and emergencies. 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
Booking widget, contact form, thank-you page, and what happens after hours.

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

Top findings

HIGH · BOOKING

The booking widget is hard to use on a phone

It sits in a narrow frame, the date picker is cut off, and the “Next” button sits under the practice cookie banner. In our walk-through we could not complete a first-appointment request on a 390px screen without pinching and scrolling sideways.



HIGH · EMERGENCIES

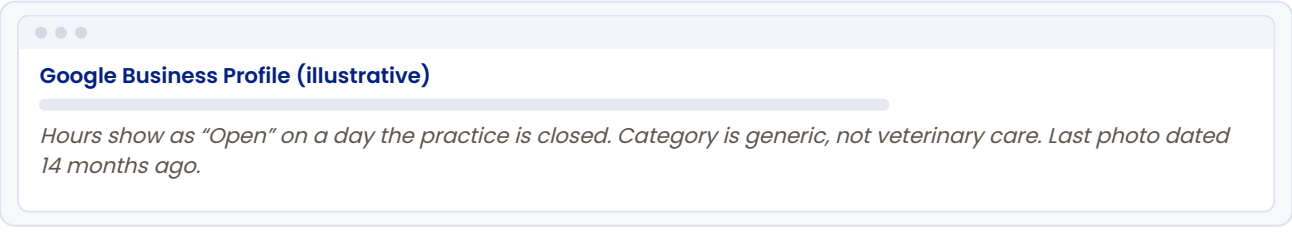
Out-of-hours and emergency advice is three clicks into a PDF

Owners looking for urgent help land on the homepage, then have to open “Useful information”, then a PDF. For a practice, this is the path that must be obvious in the header, on mobile, at all times.

MEDIUM · GOOGLE LISTING

The Google Business Profile is out of date

The primary category is generic. Saturday hours still show as open on a bank-holiday week in our walk-through, and the most recent photo is more than a year old. Questions from owners have gone unanswered.

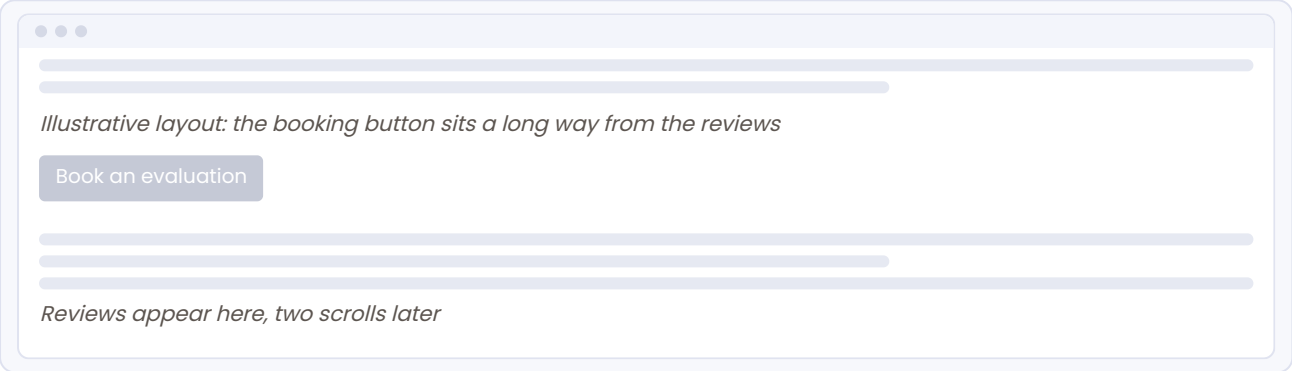


Further findings

MEDIUM · ADS AND LANDING

A Google Ad for “new vet near me” opens the About page

The About page is a long history of the practice. A shorter new-client page — what to do first, how to register, and a working booking path — would be a better place for that click.



MEDIUM · FOLLOW-UP

New-client forms received after 5pm wait until morning

There is no automatic message with opening hours, an emergency route, or a booking link. A simple, approved reply would hold the inquiry without giving any medical advice.

LOW · REVIEWS

Reviews are good, but they are not asked for in a reliable way

The Google rating is strong. There is no routine review request after a visit, and replies to older reviews have stopped. This is a smaller leak than the booking widget, but it is easy to improve.

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	**Fix the mobile booking widget, or replace it with a short form plus a tappable number** Owners must be able to request an appointment on a phone without fighting the layout.	MEDIUM	HIGH
2	**Put out-of-hours and emergency information in the header, in plain language** This is the path that must work under stress, including on a phone.	LOW	HIGH
3	**Update Google Business hours, category, photos and unanswered questions** Local owners often choose a vet from the Maps listing before they ever open the site.	LOW	HIGH
4	**Send "new vet near me" ads to a short new-client page, not About** Matches the search to a clear first step: register or book.	LOW	MEDIUM
5	**Add an approved after-hours auto-reply, with emergency advice and no clinical suggestions** Keeps evening inquiries warm and points urgent cases to the right place.	MEDIUM	HIGH
6	**Start a simple review request after visits, and reply to recent reviews** Builds on an already strong rating, and needs almost no new content.	LOW	MEDIUM
7	**Compress the homepage video poster and large staff photos** The homepage is a little heavy on a phone; this is useful but not the first job.	LOW	LOW

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 agree whether to fix the booking path and Google listing first, then look at a monthly plan for local search and carefully run Google Ads.

You can do some of this in-house

Emergency information in the header, hours on Google, and review replies are often best done by the practice, with our list as a checklist.

Website improvements

If you want us to fix the booking path on the existing site, that is scoped work, not a new website.

Ads can wait until booking works on a phone

Paid clicks will not help if a new client cannot finish the request on a mobile screen.

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.