Service Website Inquiry Checklist

Test your homepage, one service page, and the contact flow on both a phone and a computer. Check only what you have verified.

Website _____ **Date** _____

- [ ] Phone tested
- [ ] Computer tested

Record gaps and next steps on page 2.

01 Clarity

- [ ] Name the service and who it is for in plain language.
- [ ] State the service area where visitors can find it.
- [ ] Show an obvious next step on each page.

02 Proof

- [ ] Use real, current testimonials or case examples, with permission.
- [ ] Explain what each example shows; do not invent results or metrics.
- [ ] Check names, photos, and claims for accuracy.

03 Form

- [ ] Require only the information needed to handle the inquiry.
- [ ] Use visible labels and errors that explain how to correct an entry.
- [ ] Confirm a successful submission and explain what happens next.

04 Mobile and access

- [ ] Check readable text, usable buttons, and an unclipped layout.
- [ ] Complete the form using only a keyboard on the computer.
- [ ] Zoom in and check that the content and controls remain usable.

05 Handoff

- [ ] Send a test inquiry and verify it reaches the intended inbox or system.
- [ ] Confirm who owns the next action and how the team sees it.
- [ ] Set a response expectation the team can honestly meet.

06 Tracking

- [ ] Count completed forms and answered calls separately from clicks.
- [ ] Record which inquiries fit your service and area.
- [ ] Check that each completed inquiry is counted once.

START WITH THE CONTACT PATH

Use test details you can recognize. Check the actual receipt, not just the success message.

From findings to fixes

Capture up to three issues. Keep the evidence specific enough that someone else can reproduce the problem.

ISSUE 1 Page / URL

Evidence

Next fix

Owner **Target date**

ISSUE 2 Page / URL

Evidence

Next fix

Owner **Target date**

ISSUE 3 Page / URL

Evidence

Next fix

Owner **Target date**

Record your baseline

Use the same reporting period and definitions at each review. These are your observations, not targets or promised results.

Reporting period

MEASURE	USE A CONSISTENT DEFINITION	VALUE
Sessions	Website visits in the reporting period	
Completed inquiries	Sent forms and answered calls; remove duplicates	
Qualified inquiries	Inquiries that fit your service and service area	
Response time	Time to first human response; note the unit	
Bookings	Confirmed bookings from those inquiries	

Next review date

Fix failed contact or delivery first, then unclear information. Consider a redesign only where it supports a specific improvement.

Need a second look?
wallaceshift.com/contact