

SAMPLE MARKETING & LEAD GENERATION AUDIT

Client:
Garden State Home Services

Description:
Fictional New Jersey home-services business • created to show what a \$249 audit actually looks like



GOAL
More qualified service inquiries



MAIN ISSUE
Conversion path is unclear



FIRST PRIORITY
Fix the path before buying more traffic

The short version

The business already has awareness: a professional website, Google visibility, referrals, and ongoing marketing. The bigger problem is what happens after someone arrives. Prospects have to work too hard to choose the right service, trust is not always placed near the decision point, and the next step is too generic.

My recommendation: do not add more ad spend yet. Fix the conversion path first, then measure whether the same traffic produces more inquiries.

What I reviewed

- Homepage and service-page messaging
- Calls to action and contact flow
- Local trust and proof
- Basic SEO / local visibility signals
- Content-to-service paths
- Lead follow-up expectations

What matters most

Findings	Impact	Priority
Service paths compete with each other	High-intent visitors may hesitate or browse instead of acting	HIGH
Calls to action are too generic	Visitors do not know what happens after they click	HIGH
Trust is separated from the decision	Proof is weaker when it appears away from the CTA	HIGH

1. What I Found

I would focus on four issues. They are specific enough to act on now and important enough to affect whether traffic turns into a real inquiry.

01	The service path is too broad	HIGH
	Why it matters: A homeowner can understand what the company does, but the site makes several services feel equally important. Someone with an urgent or high-value need should not have to browse the whole site first. What I would change: Make the 2-3 priority services obvious on the homepage and navigation. Give each one a clear path to a service-specific page and CTA.	
02	The CTA does not explain the next step	HIGH
	Why it matters: "Contact Us" is technically a CTA, but it creates uncertainty. The visitor still has to guess whether they are requesting an estimate, booking a call, or just sending a general message. What I would change: Use one primary CTA on high-intent pages, such as "Request a Service Estimate." Add one line explaining what happens after submission.	
03	Trust shows up, but not where the decision happens	HIGH
	Why it matters: Reviews and reputation are useful only if the prospect sees them while deciding whether to act. A separate testimonials section does less work than proof next to the service and CTA. What I would change: Place 1-2 relevant reviews, service-area proof, certifications, or recent-project examples beside the major conversion points.	
04	Useful content is not connected tightly enough to a service	MEDIUM
	Why it matters: Educational content can earn traffic, but an article that ends with a generic footer does not help a visitor move from "learning" to "I need this service." What I would change: Add a specific next step inside relevant articles: the matching service page, a low-friction assessment, or a contact CTA tied to the topic.	

2. What I Would Fix First

The goal is not to fix everything. It is to remove the biggest friction first, see what changes, and then decide where more effort or spend is justified.

PRIORITY	FIX FIRST	WHAT I WOULD DO	WHY FIRST
1	Clarify the service path	Make the 2-3 priority services obvious on the homepage and navigation. Give each a direct path to the right service page.	Removes the first decision barrier.
2	Replace generic CTAs	Use one primary action on high-intent pages, such as “Request a Service Estimate,” and explain what happens next.	Reduces uncertainty at the moment of action.
3	Put proof beside the CTA	Move relevant reviews, certifications, service-area proof, and project examples next to major conversion points.	Builds trust where the prospect is deciding.
4	Connect content to services	Add topic-specific links and CTAs inside useful articles so visitors can move from learning to the right service.	Gives existing traffic a clearer next step.

I would not do these yet

- Increase paid advertising before the core conversion path is fixed
- Redesign the entire website without evidence that design is the real issue
- Publish more content just to increase volume
- Add another marketing channel before current channels are measured properly

3. 30-Day Plan

A simple order of operations so changes can be measured before more money or effort is added.

WEEK	FOCUS	ACTIONS	SUCCESS SIGNAL
WEEK 1	CLARIFY	Confirm the 2-3 priority services, one primary CTA, and the current lead-response process.	Priorities and CTA are agreed.
WEEK 2	FIX	Update homepage/navigation, priority service pages, CTA language, and post-form expectations.	Core conversion path is clearer.
WEEK 3	PROVE	Place trust signals near major CTAs and connect useful content to the right service path.	Visitors see proof and a next step.
WEEK 4	MEASURE	Review CTA clicks, forms, response time, and inquiry quality. Decide what to keep, change, or scale.	Baseline conversion data is visible.

4. What the Client Gets

The paid audit is meant to answer one practical question: where is the business most likely losing marketing momentum, and what should be fixed first?

	Marketing snapshot	A concise read on the current journey, channels, and likely friction.
	Top 5 gaps	The highest-impact issues - not a 40-point checklist.
	Recommended fixes	Specific changes tied directly to each finding.
	30-day plan	A realistic order of operations so the owner knows where to start.
	30-minute review call	A walkthrough of the findings, questions, and next steps.

What happens after the audit

You can take the recommendations and implement them yourself. If you want help with execution, I can scope that separately. There is no requirement to continue into a larger project.



SMALL BUSINESS MARKETING & LEAD GENERATION AUDIT
\$249 one-time • delivered within 3 business days after intake

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About this sample

Garden State Home Services is fictional. The purpose of this document is to show the structure, level of detail, and type of recommendations included in the audit. It does not represent real client results.