SECONDYIELD

REVENUE GROWTH & RECOVERY

ILLUSTRATIVE SAMPLE - FICTIONAL

WEBSITE OPPORTUNITY REVIEW

A clearer path from visitor to inquiry.

Prepared for: Example HVAC Business (fictional)
Scope: Homepage and public inquiry path

The starting opportunity

A prospective customer should quickly understand what you do, where you work, and how to request help. This example prioritizes those decisions.

01 / HIGH PRIORITY

Make the next step unmistakable

Example observation: The mobile homepage places its estimate request link below several sections.

Suggested action: Put a clear “Request an estimate” link in the opening screen and mobile navigation.

02 / HIGH PRIORITY

Put the service area in view

Example observation: The first screen does not identify the communities served.

Suggested action: Add a brief, accurate service-area statement alongside your core service.

This is a fictional example, not a client evaluation or measured result. Public observations are starting points, not evidence of lost revenue.

FROM OBSERVATION TO ACTION

Your practical next steps.

03 / MEDIUM PRIORITY

Explain what happens after an inquiry

Example observation: The form does not explain who responds or what happens next.

Suggested action: Add a truthful confirmation message explaining the next step and a response timeframe your team can consistently meet.

A simple action plan

First: Ask your website provider to review the mobile estimate-request path.

Next: Confirm the service-area wording with the business owner.

Then: Assign an inquiry owner and document the response process.

Verify: Test changes on a real phone. Track completed inquiries with appropriate analytics before drawing conclusions.

What remains unverified

Actual traffic, inquiry volume, conversion rates, form delivery, customer permissions, and revenue impact. A public website review cannot establish these facts.

Choose your next step

Use these priorities with your own team. The **$299 Website Revenue Evaluation** covers up to five key public pages. The **$500 Revenue Recovery Pilot** is a separate service for eligible existing estimates.

Fictional sample only. No appointments, revenue, or search rankings are guaranteed.