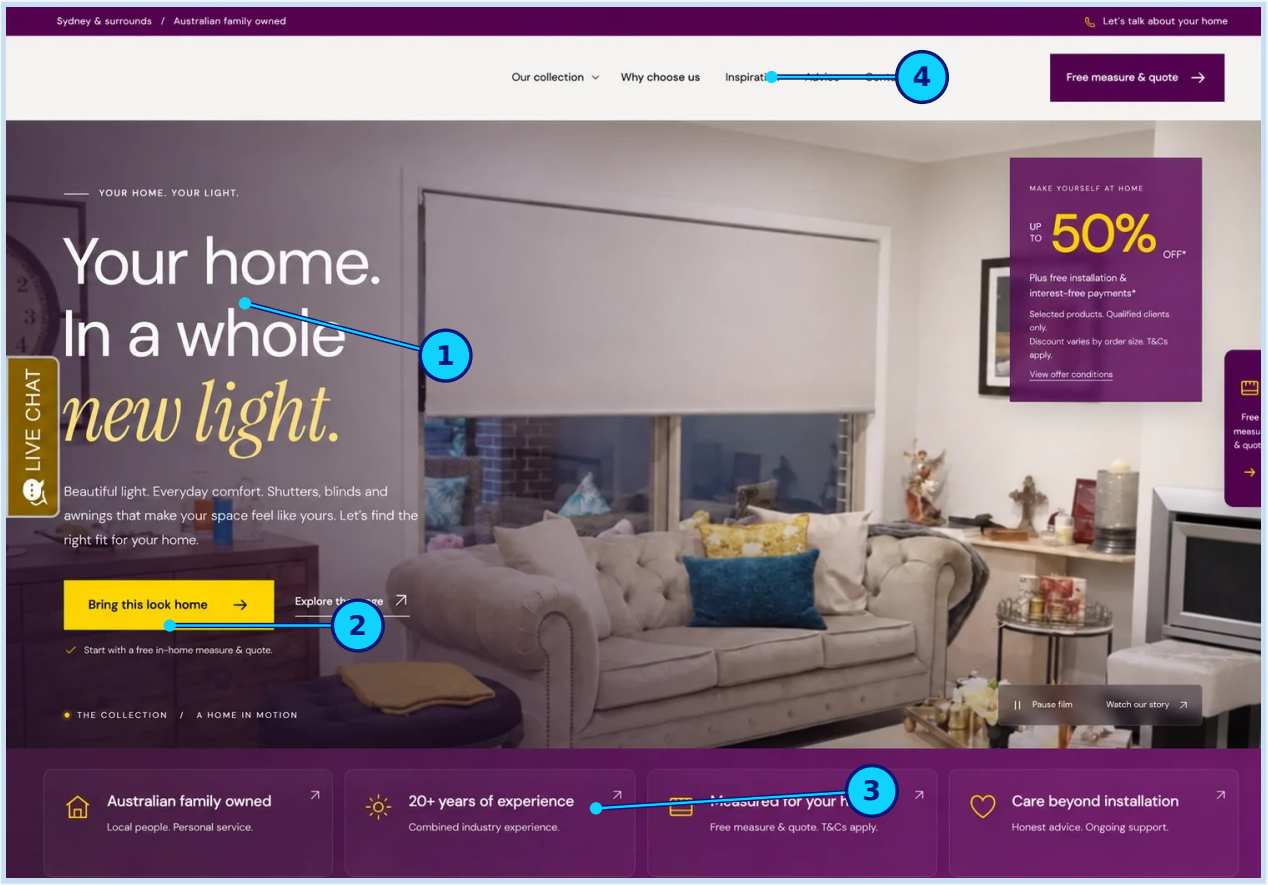
THE ENQUIRY JOURNEY

From the first click to a clearer next step.

A sample of the questions we would ask about a website.

01 / What we would check

First, we would check what helps a visitor choose you and enquire. The numbered areas below are inspection prompts, not problems found.



Anonymous window-furnishings example used to demonstrate the report layout. No website performance was assessed.

01 Does the promise carry through?

We would compare the ad, first headline and service detail.

02 Is the next step clear?

We would check the enquiry action and what happens next.

03 Why choose this business?

We would look for clear customer benefits and genuine reasons to trust the offer.

04 Can people find their service?

We would check navigation, page labels and mobile access.

FROM QUESTIONS TO ACTION

Priorities you can understand and act on.

A sample structure, not recommendations for the pictured website.

02 / Example action types

HIGH and MEDIUM describe example action categories only. No issue or priority has been assigned to the example website.

EXAMPLE HIGH

Match the promise

If an ad offers a particular service, the page should confirm that service and show a relevant next step.

EXAMPLE HIGH

Make the benefit credible

Make the customer benefit clear. Place genuine proof near the enquiry action, using only claims the business can substantiate.

EXAMPLE MEDIUM

Make asking easier

Review fields, labels and the mobile flow. Ask for what is needed at this stage and explain what happens next.

03 / What supports that journey?

Search + AI (SEO / AEO)

Can search tools access and understand the page? We would check clear service answers, headings, useful links and page data that matches visible content.

Trust

Can a visitor verify who is behind the business? We would check business identity, relevant expertise and authentic evidence.

Speed in context

Lab diagnostics test a page in controlled conditions. Field data reflects real visits, where available. We would use both in context. No speed test was run for this sample.

Ready to discuss your website?

warrendigital.com.au/contact-us/

1300 668 486

Static sample. Automated audits and email delivery are not connected.

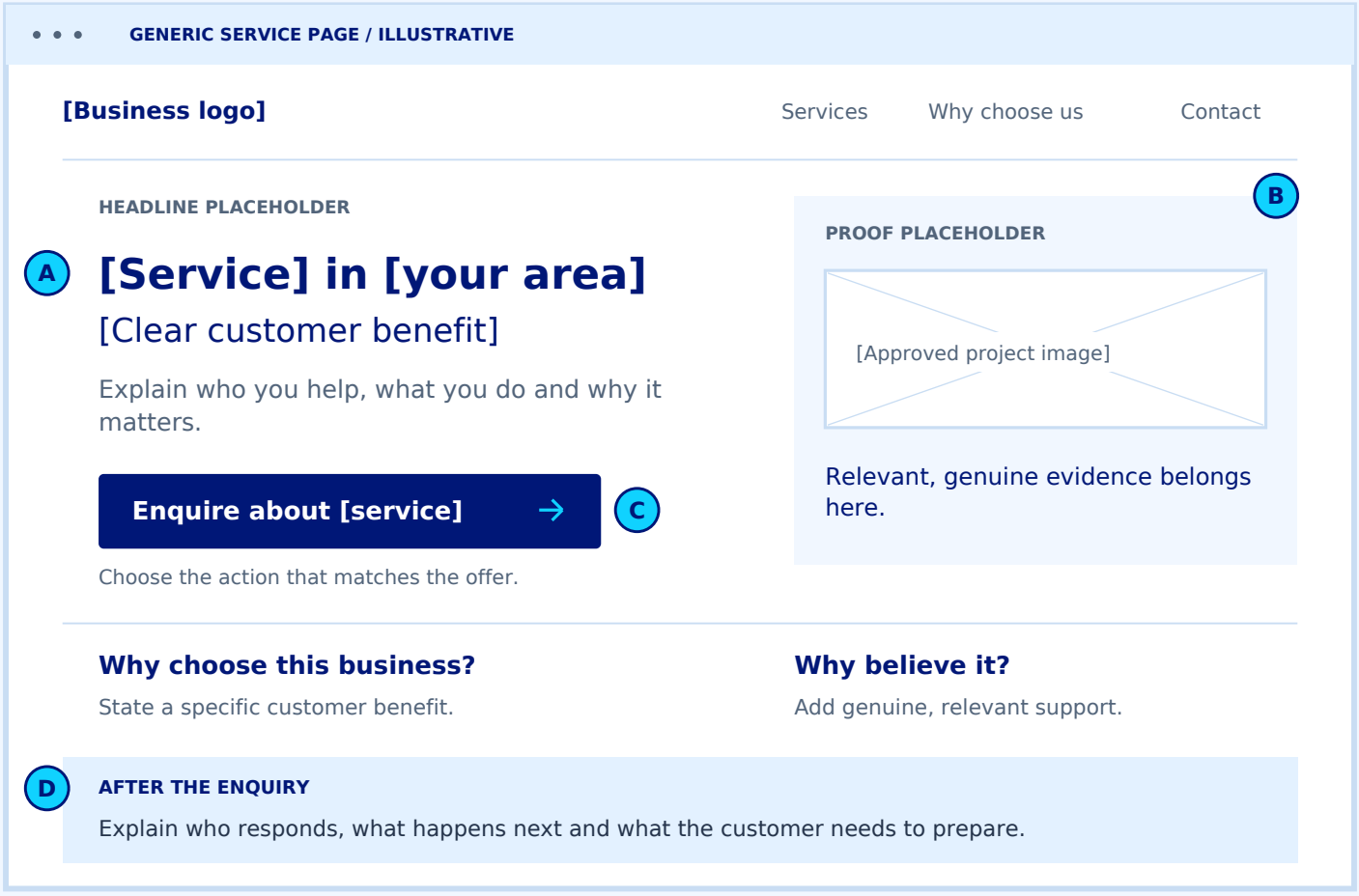
ILLUSTRATIVE LAYOUT PATTERN

A clearer structure for a service page.

Generic service business. Not a redesign or findings for the pictured business.

04 / A page pattern to discuss

Placeholder copy and evidence areas show the order of information. This is an illustrative layout pattern, not a finished design or a tested recommendation.



All copy, imagery and proof areas above are placeholders. No client praise, results or performance figures have been invented.

A **A promise people understand**
Service, area and a customer benefit.

B **Evidence worth believing**
Relevant proof that can be verified.

C **One dominant enquiry action**
An obvious, relevant next step.

D **Explain the conversation**
Say what happens after someone asks.