EXPOSED...

7 HIDDEN WEBSITE LEAKS

WHY PEOPLE VISIT YOUR SITE BUT NEVER CALL

A 15-minute website checkup for busy small-business owners who want more calls, quotes, bookings, and customers - without learning marketing jargon.

FIND THE CONFUSION

FIX THE EASY LEAKS

MAKE IT EASIER TO BUY

DESA DIGIT

Small Business Website Design & Digital Growth

OLYMPIA - LACEY - TUMWATER

START HERE

DOES YOUR WEBSITE MAKE LIFE EASY FOR CUSTOMERS?

Open your website on your phone and answer these questions like a real customer would. The goal is not a perfect score. The goal is to find what is making it harder for people to call, book, or buy.

2 = YES | 1 = SORT OF | 0 = NO

1	Can a stranger tell what your business does in about 5 seconds?	__ / 2
2	Can they see who you help or where you work?	__ / 2
3	Can they find the main phone number, quote button, or booking button right away?	__ / 2
4	Does the site look normal and work properly on a phone?	__ / 2
5	Do you show real proof that your business can be trusted?	__ / 2

KEEP GOING

FIVE MORE QUESTIONS - THEN ADD UP YOUR SCORE.

6	Can someone contact you without hunting through menus or pages?	__ / 2
7	Does every important page make the next step obvious?	__ / 2
8	Can customers quickly tell why they should choose you instead of another business?	__ / 2
9	Can people easily tell what towns, cities, or areas you serve?	__ / 2
10	Do you know how many calls, forms, bookings, or sales your website creates?	__ / 2

YOUR SCORE: ____ / 20

YOUR RESULT

WHAT YOUR SCORE ACTUALLY MEANS

The number is not a grade. It simply tells you how much friction a customer may be running into.

18-20
STRONG

STRONG

Most of the basics are in place. Focus on bringing more of the right people to the site and improving what already works.

14-17
CLOSE

CLOSE

A few small leaks may still be costing calls or quote requests. Fix the easiest customer frustrations first.

8-13
NEEDS WORK

NEEDS WORK

Customers are probably hitting several confusing or inconvenient spots. Work through the seven leaks in this guide.

0-7
RED ALERT

RED ALERT

The website is making customers work too hard. Start with clarity, phone usability, trust, and an obvious next step.

LEAK #1

PEOPLE CAN'T TELL WHAT YOU DO

You know your business. A stranger does not. If they have to study the page to figure out what you sell, many will simply leave.

THE 5-SECOND HOMEPAGE CHECK

- ☐ What you do is obvious
- ☐ Who you help is obvious
- ☐ Where you work is obvious
- ☐ The main next step is obvious

TRY THIS

Show your homepage to someone who does not know your business. Give them five seconds, hide the screen, and ask: What does this company do?

! **QUICK FIX:** Replace clever wording with plain English: what you do + who you help + where you work + what to do next.

LEAK #2

YOUR WEBSITE IS ANNOYING ON A PHONE

A customer may be next to a broken water heater, sitting in a work truck, or comparing three companies in a checkout line. They will not patiently fight with a tiny menu or a form that does not work.

THE ONE-THUMB TEST

- [ ] Find the phone number
- [ ] Tap to call
- [ ] See what you do
- [ ] Request a quote
- [ ] Read without zooming
- [ ] Use the menu
- [ ] Find your services
- [ ] Finish the contact form

THE 10-SECOND QUESTION

Could someone who has never used your website contact your business in under 10 seconds? If not, you found a real leak.

QUICK FIX: Put the main action where a thumb can reach it. For

LEAK #3

PEOPLE DON'T TRUST YOU YET

Customers do not know your story, reputation, or how hard you work. They see a website and ask one simple question: Is this business real, and do I feel safe contacting them?

TRUST COMES FROM PROOF

- [ ] Recent customer reviews
- [ ] Real photos of your work
- [ ] Before-and-after examples
- [ ] Photos of the owner or team
- [ ] Years in business
- [ ] Licenses when relevant
- [ ] Real contact details
- [ ] Answers to common questions

DON'T JUST SAY IT

Instead of saying "We provide great service," show a real review, real project photo, real team member, or real credential.

! QUICK FIX: Add 3 genuine trust signals near the top of your homepage. Real beats polished.

LEAK #4

PEOPLE DON'T KNOW WHAT TO DO NEXT

A lot of websites are online brochures: they explain the company, show some pictures, and then stop. A visitor should never reach the end of a page and wonder, What am I supposed to do now?

PICK ONE MAIN NEXT STEP

- ☐ Request a quote
- ☐ Call for service
- ☐ Book a consultation
- ☐ Schedule a visit
- ☐ Get pricing
- ☐ Visit your location

THE SIMPLE TEST

Open your homepage. Without scrolling much, can you immediately tell how to call, book, buy, or ask for a quote?

! **QUICK FIX:** Use one clear main action and repeat it. Clarity beats cleverness.

LEAK #5

PEOPLE CAN'T TELL WHERE YOU WORK

Someone can like your business and still leave because they cannot tell whether you serve their town. If you work in Olympia, Lacey, Tumwater, or nearby areas, do not make people guess.

MAKE YOUR LOCATION EASY TO SPOT

- [ ] Main city is visible
- [ ] Service area is visible
- [ ] Services are clear
- [ ] Business name is clear
- [ ] Contact details are easy to find
- [ ] Address is shown if people visit you

VAGUE VS. CLEAR

Vague: "Professional Roofing Solutions"
Clear: "Residential Roofing in Olympia, Lacey & Tumwater"

! **QUICK FIX:** Write naturally. Customers should be able to answer two questions quickly: What do you do? and Do you work where I live?

LEAK #6

YOU LOSE PEOPLE WHO AREN'T READY TODAY

Not everyone is ready to hire you right now. Some are comparing prices, planning next month, or waiting for approval. If the only options are "buy now" or "leave," most of those people disappear.

GIVE THEM SOMETHING USEFUL

- ☐ Contractor: project checklist
- ☐ Roofer: warning-sign guide
- ☐ Cleaner: move-out checklist
- ☐ Landscaper: seasonal checklist
- ☐ Accountant: tax-prep checklist
- ☐ Realtor: buyer checklist

NOTICE WHAT IS HAPPENING

You are reading a useful free resource before being asked to hire Desa Digit. Your business can do the same thing.

! **QUICK FIX:** Create one small free resource that answers a question customers already ask you.

LEAK #7

YOU DON'T KNOW IF YOUR WEBSITE BRINGS CUSTOMERS

A website can look great and still do almost nothing for the business. The practical question is simple: Did it help somebody call, ask for a quote, book, visit, or buy?

TRACK THE ACTIONS THAT MATTER

- [ ] Phone calls
- [ ] Contact forms
- [ ] Quote requests
- [ ] Calendar bookings
- [ ] Purchases
- [ ] Directions / visits

THE MONTHLY QUESTION

At the end of each month ask: How many real customer actions came from the website? Even a simple count is better than guessing.

! **QUICK FIX:** Measure the one action that matters most to your business. Then improve the site around that goal.

DO THIS NEXT

YOUR 30-MINUTE WEBSITE FIX PLAN

Do not rebuild everything this weekend. Fix the biggest customer frustrations first.

1. **MAKE IT OBVIOUS**

   Rewrite the first screen: what you do, who you help, where you work, what to do next.

2. **MAKE CONTACT EASY**

   Put one main call / quote / booking action where customers see it immediately on a phone.

3. **ADD REAL PROOF**

   Move real reviews, photos, years in business, guarantees, or credentials closer to the top.

4. **CHECK THE PHONE**

   Fix tiny text, awkward menus, slow forms, and anything that makes you zoom or hunt.

5. **MEASURE ONE THING**

   Count calls, quote requests, bookings, or purchases from the site each month.

ONE LAST THING

WANT A SECOND PAIR OF EYES?

If you worked through this checklist and still are not sure what to fix first, that is normal. You run a business. You should not need to become a website expert.

FREE WEBSITE GROWTH REVIEW

Bring your website. Leave with your top 3 priorities.

- OK What customers see first
- OK What is confusing on mobile
- OK How easy it is to contact you
- OK What proof is missing

BOOK MY FREE WEBSITE REVIEW >

Website Design - Hosting & Support - SEO - Digital Growth

No jargon. No giant technical report. Just a straightforward conversation about what is helping, what is getting in the way, and what I would fix first.