The Business Growth Brief

A website should make the next step clear

Useful service information and a simple inquiry path help visitors decide whether to contact your team.

A homepage has a practical job

A visitor should be able to tell what your business does without piecing together vague headlines and scattered service descriptions. Begin with a clear offer, name the audience when it helps, and make the next action easy to find.

Then review the questions a buyer needs answered. What does the service include? Who is it for? How does your process work? What should someone prepare before contacting you? Useful detail helps a prospect assess fit before starting a conversation.

Finally, test the entire inquiry path. Submit a sample form, open the confirmation message and check where the inquiry arrives. A form that looks polished still needs a working handoff to the person who will respond. Review the same journey on a phone as well as a desktop.

The inquiry path

- ✓ The main service is clear near the top of the page.
- ✓ The call to action uses a specific label.
- ✓ The form requests information the team needs.
- ✓ The visitor receives a useful confirmation.

QUICK ACTION Ask someone unfamiliar with your business to find a service and submit a test inquiry. Note where they hesitate.

The Business Growth Brief

Four checks before your next campaign

01 Match the page to the offer

Send visitors to a page that reflects the promise in the advertisement, email or social post. A focused service page can give a buyer more relevant information than a general page with many competing messages.

02 Review the form

Check whether each field is necessary for the first conversation. Use clear labels, helpful error messages and an obvious submit action. Keep a visible contact alternative for visitors who prefer to call or email.

03 Test mobile use

Read the page on a real phone. Check navigation, text size, button spacing and form behavior. Test phone and email links. Important service information should remain easy to read and use on a small screen.

04 Connect the response

Decide who receives each inquiry and how the team records the next step. A confirmation message should explain what happens after submission. Review inquiry quality alongside website actions when evaluating changes.

HOW WE CAN HELP

Required Marketing Group supports website design, landing pages, e-commerce and conversion rate optimization.

Book a consultation / (844) 978-1051