Website Inquiry Checklist

A visual guide to helping visitors
understand your offer and contact your team.



WHERE YOUR BUSINESS COMES TO LIFE!

01 / A CLEAR CUSTOMER JOURNEY

The path from visit to inquiry

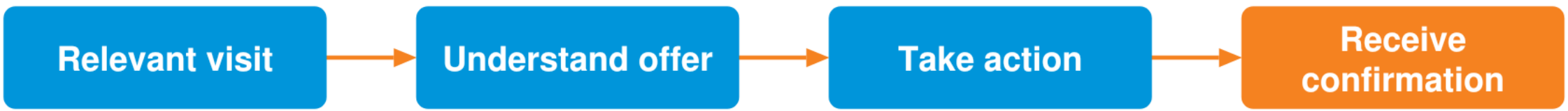


A useful page

A specific service headline
Relevant details and examples
Answers to common questions

A useful next step

One clear primary action
An easy-to-complete inquiry form
A clear confirmation message



02 / CONTENT AND CONVERSION

A page-by-page website review

Page or element	Review question	A possible improvement
Homepage	Is the main offer clear?	Name the audience and service
Service page	Can a buyer assess fit?	Explain scope and process
Contact form	Is every field necessary?	Keep the first inquiry concise
Confirmation	Does the visitor know what follows?	Explain the next step

03 / MOBILE REVIEW

The mobile experience deserves a test



Readability

Review headings, body copy and buttons on a real phone.



Usability

Test the navigation, forms, phone links and email links.

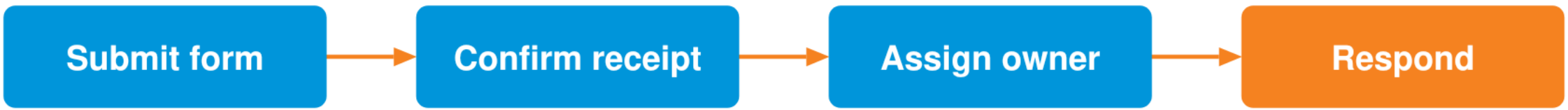


Clarity

Check that important content remains visible without awkward layouts.

04 / INQUIRY HANDLING

A form should lead to a response



Test required fields

Explain next steps

Send details to the team

Record the conversation

Test the complete path before sending traffic to the page.

05 / ONGOING REVIEW

A focused website improvement plan

Prioritize	Fix broken forms and unclear service information first.
Measure	Track useful actions and review inquiry quality with the sales team.
Improve	Change a clear problem, then review the effect before making the next change.

YOUR NEXT STEP

A website built to support inquiries

Required Marketing Group can help with website design, landing pages, e-commerce and conversion improvements. Share the pages you would like us to review.



Request a consultation

www.requiredmarketing.com

mail@requiredmarketing.com