BLACK369

15-MINUTE FIELD WORKBOOK

Website-to-Lead *Blueprint*

Find the three places your website makes qualified buyers work too hard - and know what to fix first in 15 minutes.

THE 15-MINUTE OUTCOME

01

See

Run the 7-second and mobile first-screen tests.

02

Score

Mark Promise, Proof, Path, Capture, Follow-up, Measurement.

03

Fix

Name three leaks, then choose the smallest useful first repair.

Built for owner-led, high-ticket B2B service firms. Use one real public page and your own verified numbers.

FILLABLE / PRINTABLE / NO LOGIN

A practical diagnostic, not a promise of leads.

Your 15-minute website pass

Use one live public page. Do not explain what the page was meant to say; score only what a buyer can actually see and do.

PUBLIC URL

PRIMARY BUYER

HIGH-VALUE SERVICE

DESIRED NEXT STEP

01	0:00-2:00	**Set the view**	Open the page on a phone. Pick one buyer, one service, and one desired next step.	☐
02	2:00-5:00	**Test clarity**	Run the 7-second test. Write what you remember before reading again.	☐
03	5:00-9:00	**Score the path**	Score the six signals. Unknown or hidden earns no credit.	☐
04	9:00-12:00	**Name three leaks**	Find where the buyer must guess, search, repeat, or wait.	☐
05	12:00-15:00	**Choose first fix**	Pick the smallest change closest to a qualified inquiry.	☐

WHAT COUNTS AS A LEAK

A specific point where the intended buyer must guess, search, repeat, or wait before taking a sensible next step.

The 7-second clarity test

Give the first screen seven seconds. Look away. Answer from memory. The test checks clarity, not design taste.

FROM MEMORY, COMPLETE THESE

WHO IS THIS FOR?

WHAT VALUABLE OUTCOME IS OFFERED?

WHAT SERVICE OR APPROACH CREATES IT?

WHAT SHOULD I DO NEXT?

RESULT

- ☐ Clear - all four answers are specific
- ☐ Partial - one or two answers require guessing
- ☐ Unclear - the page needs rereading

A clever line that needs explanation is not clear. A plain line that names buyer, outcome, and next step usually gives you more to improve.

FIRST-SCREEN EVIDENCE

- ☐ The primary buyer is named or unmistakable.
- ☐ The outcome is concrete enough to picture.
- ☐ The service category or mechanism is visible.
- ☐ One relevant proof point sits near the promise.
- ☐ One primary next step is visually dominant.
- ☐ The CTA says what will happen, not only 'submit'.

SCORE / 6

Any unchecked item is a candidate leak. Do not rewrite all six at once.

ONE SENTENCE I WILL TEST NEXT

Six-signal website-to-lead scorecard

Score 0 absent, 1 guessable, 2 clear, 3 clear and supported. Write the evidence you saw; intention does not count.

		SCORE 0-3	EVIDENCE SEEN
PROMISE	Can the intended buyer name the valuable outcome and service?		
PROOF	Is a relevant, specific, supportable reason to believe nearby?		
PATH	Is one sensible next step obvious, low-risk, and accurately described?		
CAPTURE	Can a qualified buyer complete the form or booking without avoidable work?		
FOLLOW-UP	After enquiry, are receipt, owner, and an honest next-update time clear?		
MEASUREMENT	Can you see key steps, errors, successful enquiries, and outcomes?		

TOTAL / 18

Priority rule

Fix any zero first. If scores tie, choose the leak closest to a qualified enquiry and easiest to verify.

LOWEST SIGNAL

FIRST FIX

Annotated high-intent page wireframe

This is a sequence, not a style prescription. Keep the strongest promise, proof, and next step close enough to understand together.

PUBLIC PAGE / TOP TO BOTTOM

1 **BUYER + PROMISE**

Name who, valuable outcome, and service.

2 **PROOF NEAR CLAIM**

One verified fact, credential, or case cue.

3 **PRIMARY NEXT STEP**

Specific CTA plus honest expectation.

4 **PROBLEM + FIT**

Show situations served and clear non-fit.

5 **HOW THE WORK RUNS**

Three plain stages; owner and handoffs visible.

6 **DETAILED PROOF**

Case facts, method evidence, and sources.

7 **FRICTION + FAQ**

Answer timing, scope, terms, and uncertainty.

8 **FINAL NEXT STEP**

Repeat the same action with expectation.

ORDER RULE

Earn attention with relevance, earn belief with evidence, then make the next step easy to understand and complete.

ANNOTATIONS

1 **First-screen equation**
Buyer + outcome + proof + next step.

2 **Proof proximity**
Put evidence beside the claim it supports.

3 **One dominant action**
Secondary links should not look equally urgent.

4 **Fit before form**
Help the wrong buyer self-select out.

5 **Process reduces ambiguity**
Describe what happens after contact.

6 **Evidence over adjectives**
Use records you can substantiate.

7 **Answer real objections**
Use buyer questions, not filler FAQs.

8 **Same promise, same CTA**
Do not introduce a new offer at the end.

FIRST BLOCK TO CHANGE

WHY THIS ONE

Headline fill-in templates

Use the shortest true version. Specific beats inflated. If a result depends on conditions, name the condition instead of implying certainty.

01

Buyer + outcome

We help [specific buyer] [valuable outcome] without [common drag].

02

Outcome + mechanism

Get [valuable outcome] with [service or mechanism] built for [constraint].

03

Current state + better state

Turn [costly current state] into [better state] with [service].

04

Service + fit

[Service] for [buyer] who need [outcome] under [real condition].

BUILD THE VERSION TO TEST

SPECIFIC BUYER

VALUABLE OUTCOME

COMMON DRAG OR CONSTRAINT

SERVICE OR MECHANISM

FINAL HEADLINE

DELETE OR PROVE

Leading / best / world-class / revolutionary / guaranteed / effortless / for every business

Also remove extra audiences and clever phrases that obscure the buyer, outcome, or service.

Proof that can survive a question

Use only evidence you can substantiate and have permission to publish. Keep the source, scope, and timeframe close to the claim.

EVIDENCE LADDER

1. **Credential** — True, current, relevant
2. **Process proof** — Show how work is controlled
3. **Case fact** — Baseline, action, result, period
4. **Buyer voice** — Specific quote with permission

01 Case fact

Before: [observable condition]. We changed [specific action]. Over [period], [verified result]. Source: [record].

Name what was measured. Do not imply causation the record cannot support.

02 Process evidence

Every [engagement] includes [control], [review], and [decision gate] so [specific risk] stays visible.

A visible operating control can be stronger than another adjective.

03 Buyer voice

[Specific buyer] needed [situation]. They valued [concrete aspect]. Quote: [approved exact words].

Keep the original quote and written publication permission.

04 Proof strip

[Verified number or credential] / [relevant scope] / [timeframe] / [source or qualifier].

If the number, period, or source is unavailable, omit the claim.

BEFORE PUBLISHING

- [ ] EXACT
- [ ] RELEVANT
- [ ] SOURCED
- [ ] CURRENT
- [ ] PERMITTED
- [ ] PROPERLY QUALIFIED

CTA and expectation templates

A strong CTA names the next step and reduces uncertainty. It does not need pressure, false scarcity, or a guaranteed result.

01 Primary

Request [named diagnostic, estimate, or fit conversation]

02 Secondary

See how [service or process] works

03 Utility

Call / email / download only when it supports the same path

BUILD THE PRIMARY CTA

BUTTON: VERB + NAMED NEXT STEP

WHAT HAPPENS AFTER THE CLICK

HONEST RESPONSE OR REVIEW WINDOW

WHAT THE BUYER SHOULD PREPARE

MICROCOPY: WHAT THIS IS NOT / NO UNWANTED COMMITMENT

SAFE EXAMPLE

Request a 20-minute fit call

We will use the call to confirm context, fit, and a sensible next step. No proposal unless both sides want one.

PLACEMENT CHECK

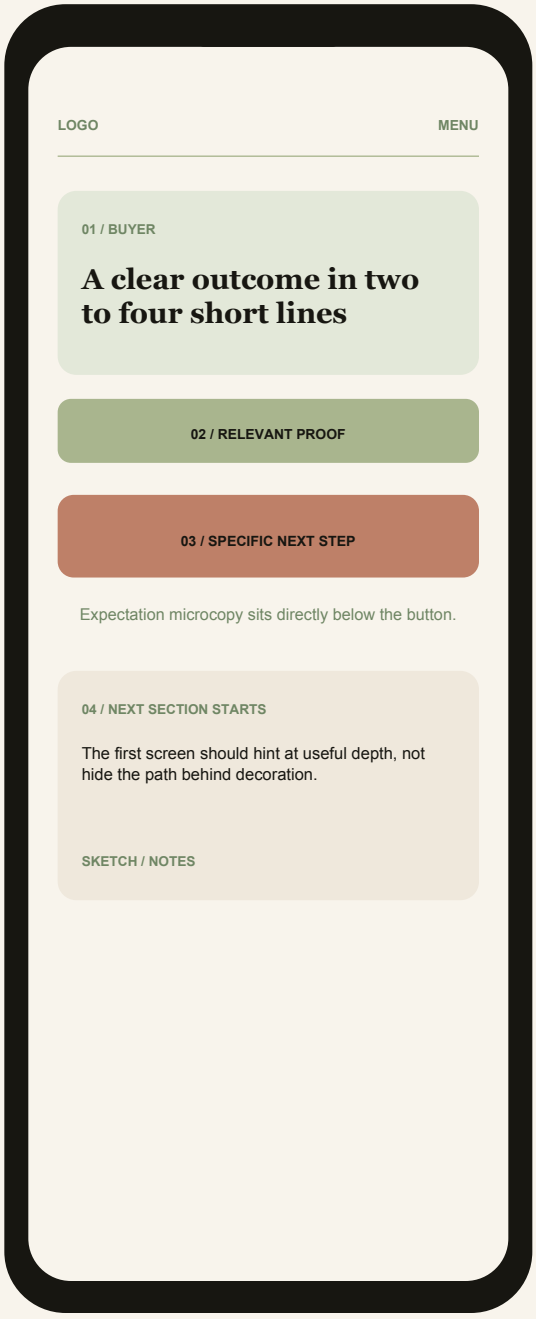
- [ ] first screen
- [ ] after proof
- [ ] after FAQ
- [ ] mobile sticky only if unobtrusive

CTA RULE

One dominant action per decision point. Say what happens next. Repeat the same promise and next step down the page.

Mobile first-screen audit

Audit a common phone viewport, then test on real devices. The goal is a clear next step without pinching, hunting, or accidental taps.



CHECK AT APPROX. 390 X 844

- [ ] No horizontal scrolling or clipped content.
- [ ] Buyer and outcome remain understandable.
- [ ] Headline stays readable without shrinking.
- [ ] One proof cue is visible near the promise.
- [ ] Primary CTA is visible or clearly signposted.
- [ ] Tap targets are comfortably separated.
- [ ] Cookie, chat, or sticky bars do not block the CTA.
- [ ] Form inputs, errors, and success state work by touch.

SCORE / 8 _____ **DEVICE / BROWSER** _____

FIRST-SCREEN FRICTION OBSERVED

SMALLEST MOBILE FIX

THUMB TEST

Can a buyer read the promise, inspect proof, and reach the next step with one hand - without covering important copy or triggering the wrong action?

RESULT

- [ ] PASS
- [ ] FIX
- [ ] RETEST

Form and booking checklist

Every field and step must earn its place. Ask only what is needed to route, prepare, or safely complete the next action.

FORM PATH

- [ ] Purpose and response expectation are visible above the form.
- [ ] Required fields are limited to routing and safe follow-up.
- [ ] Labels stay visible; placeholders are not the only labels.
- [ ] Service or need options match how the team routes work.
- [ ] Free text has a useful prompt and sensible length.
- [ ] Errors name the field and explain how to correct it.
- [ ] Privacy copy explains the immediate use of submitted data.
- [ ] Success state confirms receipt without promising acceptance.
- [ ] A real test reaches the correct owner and backup.
- [ ] Spam control does not create an inaccessible dead end.

BOOKING PATH

- [ ] Timezone, duration, and meeting format are explicit.
- [ ] The agenda says what will and will not happen on the call.
- [ ] Availability is real; there is no false scarcity.
- [ ] Only preparation needed for the conversation is requested.
- [ ] Confirmation names date, time, timezone, and join method.
- [ ] Reminder timing is useful and not excessive.
- [ ] Reschedule and cancel controls are easy to find.
- [ ] A fallback contact path exists if booking fails.
- [ ] Mobile keyboard, date picker, and errors work by touch.
- [ ] Calendar and CRM records do not create duplicate owners.

ONE END-TO-END TEST

TEST DATE	DEVICE	ROUTED TO	RECEIPT TIME

FAILURE OR FRICTION OBSERVED

FRICTION BUDGET

For each field, ask: does this change routing, preparation, safety, or the next decision? If not, remove it or collect it later.

The first five minutes after enquiry

The early workflow should confirm receipt, assign ownership, and set an honest next-update time. It should not auto-commit on scope, price, timing, or terms.

0-1 MIN	**Record receipt**	Create or confirm one case. Preserve source, time, request, and safe contact details.	VISIBLE PROOF Case ID + timestamp ☐
1-2 MIN	**Assign owner**	Route to one owner and one backup. Make overdue cases visible without memory.	VISIBLE PROOF Owner + next due ☐
2-3 MIN	**Acknowledge**	Send an approved receipt with what happens next and an honest review window.	VISIBLE PROOF Message + sent time ☐
3-4 MIN	**Apply human gates**	Pause scope, price, availability, terms, exceptions, complaints, or sensitive data.	VISIBLE PROOF Gate + approver ☐
4-5 MIN	**Set next action**	Name the next task, owner, due time, and measurement event. Suppress duplicates.	VISIBLE PROOF Status + due time ☐

ACKNOWLEDGEMENT TEMPLATE

Hi [name] - thanks for contacting [business] about [service]. We received your message. [owner or role] will review it and reply by [honest time]. If [one detail] affects the next step, reply here. This is not a booking, quote, or availability confirmation.

EDITED VERSION

CONTROL RULE

One case, one owner, one honest due time. A person approves any commitment. A delayed case stays visible until closed or intentionally stopped.

GA4 event checklist for the lead path

Measure meaningful steps and failures. Use consistent names, verify in Realtime or DebugView, and keep personal information out of Analytics.

NAMING + PRIVACY

Start event names with a letter; use letters, numbers, and underscores; names are case-sensitive. Never pass names, emails, phone numbers, form text, or other PII in events, URLs, titles, or parameters.

	EVENT	TRIGGER ONLY WHEN	VERIFY	
01	**primary_cta_click**	The primary CTA is intentionally activated.	One event per click; include only non-PII placement labels.	☐
02	**form_start**	A visitor first interacts with the lead form.	Enhanced Measurement may already collect it; prevent duplicates.	☐
03	**form_error**	Validation or submission fails with a safe error code.	No entered field values or personal data are sent.	☐
04	**generate_lead** GOOGLE RECOMMENDED	A valid lead form or request is successfully submitted.	Fire after success, not on button click.	☐
05	**booking_start**	The booking flow opens or the first step begins.	Distinguish from a completed booking.	☐
06	**booking_complete**	A booking provider confirms a completed booking.	Test return page, embedded flow, and duplicate firing.	☐
07	**phone_click**	A phone link is activated on a device or page.	Treat as intent, not a completed or qualified call.	☐
08	**qualified_lead**	A lead is later marked qualified using defined criteria.	Prefer the Google-recommended qualify_lead when your setup supports it.	☐

VERIFICATION RUN

DEBUGVIEW DATE	TEST DEVICE	SUCCESS EVENT	DUPLICATES?

Current references: developers.google.com/analytics/devguides/collection/ga4/reference/events | support.google.com/analytics/answer/13316687 | support.google.com/analytics/answer/6366371

Website-to-lead scenario calculator

This is decision math, not a forecast. Use observed inputs where possible and label assumptions. The result does not guarantee demand, recovery, wins, timing, revenue, or profit.

INPUTS

Q / QUALIFIED WEB ENQUIRIES PER MONTH	D / TEST CHANGE IN VALID NEXT-STEP RATE	W / OBSERVED ENQUIRY-TO-CUSTOMER RATE

G / GROSS PROFIT PER WON CUSTOMER	T / TOTAL TEST COST	PERIOD + SOURCE FOR INPUTS

01 Additional conversations

Q x D

Use percentage-point change, not relative lift.

02 Additional wins

Q x D x W

A scenario output, not a promised customer count.

03 Gross profit contribution

Q x D x W x G

Before subtracting test cost, overhead, tax, and timing effects.

04 Net scenario

(Q x D x W x G) - T

Can be negative. Compare with doing nothing and other uses of time.

05 Break-even wins

T / G, rounded up

Use gross profit, not sale value. Check capacity before acting.

06 Observed baseline

successful next steps / qualified enquiries

Use one consistent definition and measurement period.

LOW / BASE / HIGH ASSUMPTION RANGE

SCENARIO	D	W	ADDITIONAL WINS	NET SCENARIO	NOTES
LOW					
BASE					
HIGH					

READ THIS BEFORE USING THE OUTPUT

A scenario can help set a test budget or stop rule. It cannot show that a page change caused an outcome. Use a defined period, real CRM outcomes, and explicit assumptions.

What to fix in 30 minutes, one day, one week

Choose one change per horizon. Finish and verify the closest useful fix before opening a larger redesign.

30 minutes

COPY OR EXPECTATION

- [ ] Name the buyer and outcome in the headline.
- [ ] Rename one vague CTA with a specific next step.
- [ ] Add honest response-time microcopy.
- [ ] Remove one competing primary action.
- [ ] Correct a broken or misleading confirmation.

CHOSEN FIX

OWNER / DUE

One day

PATH OR CAPTURE

- [ ] Add one verified proof strip near the promise.
- [ ] Reduce form fields and repair validation.
- [ ] Fix the mobile first screen and tap path.
- [ ] Set one owner, backup, and receipt message.
- [ ] Instrument and verify the core lead events.

CHOSEN FIX

OWNER / DUE

One week

EVIDENCE OR SYSTEM

- [ ] Review five real enquiry journeys end to end.
- [ ] Build one sourced case proof with permission.
- [ ] Test routine, exception, and failure paths.
- [ ] Connect lead status to a consistent definition.
- [ ] Compare before and after with stated limits.

CHOSEN FIX

OWNER / DUE

FIRST-FIX DECISION

IMPACT ON QUALIFIED BUYER / 3

EVIDENCE STRENGTH / 3

EFFORT / 3 (LOW IS GOOD)

WHY THIS FIX COMES FIRST

Your three-leak worksheet

Write only observable friction. A leak is not 'the site feels old'; it is where a qualified buyer must guess, search, repeat, or wait.

LEAK 1

WHERE / PAGE + ELEMENT

OBSERVED FRICTION

BUYER MUST ☐ GUESS ☐ SEARCH ☐ REPEAT ☐ WAIT

EVIDENCE OBSERVED

SMALLEST USEFUL FIX

DONE WHEN

OWNER / DUE

GUARD: WHAT MUST NOT BREAK

PRIORITY 1-3

LEAK 2

WHERE / PAGE + ELEMENT

OBSERVED FRICTION

BUYER MUST ☐ GUESS ☐ SEARCH ☐ REPEAT ☐ WAIT

EVIDENCE OBSERVED

SMALLEST USEFUL FIX

DONE WHEN

OWNER / DUE

GUARD: WHAT MUST NOT BREAK

PRIORITY 1-3

LEAK 3

WHERE / PAGE + ELEMENT

OBSERVED FRICTION

BUYER MUST ☐ GUESS ☐ SEARCH ☐ REPEAT ☐ WAIT

EVIDENCE OBSERVED

SMALLEST USEFUL FIX

DONE WHEN

OWNER / DUE

GUARD: WHAT MUST NOT BREAK

PRIORITY 1-3

FIRST FIX

BEFORE EVIDENCE SAVED ☐

RETEST DATE

You now have three leaks *and one first fix.*

That is enough to run a useful test. Save the before evidence, make one change, and verify the path again.

BEFORE YOU CHANGE THE PAGE

- [ ] The three leaks are observed, not assumed.
- [ ] The first fix is narrow enough to finish.
- [ ] A screenshot or copy of the before state is saved.
- [ ] One success signal and one failure signal are named.
- [ ] An owner and retest date are written down.

OPTIONAL OUTSIDE PERSPECTIVE

Public Conversion *Snapshot*

Share one public URL. BLACK369 will point to three places the public page may be making a qualified buyer work too hard, with a suggested first fix.

OPEN THE SNAPSHOT

BLACK369.COM/#SNAPSHOT

https://black369.com/#snapshot

No login credentials or private customer data. It is a quick outside perspective, not a guarantee or full audit.

IF YOU DO NOTHING ELSE

Make the next step obvious, honest, and easy to complete.

Clarity first. Evidence close. One useful path.