FIRST SEARCH DIGITAL / FREE SMALL BUSINESS RESOURCE

Customer confidence action sheet

Business / page: _____ Review date: _____

Look at one important service page on your phone. Ask someone unfamiliar with your business to try it too. Mark each item, then choose three actions.

01 Make the offer clear

OK / Needs work

Can a new visitor tell what you do, who it is for and where you work?

02 Show relevant proof

OK / Needs work

Are the people, recent examples, reviews and business details genuine and useful?

03 Explain the price or quote

OK / Needs work

Can customers see what is included, how quotes work and what may cost extra?

04 Make the next step easy

OK / Needs work

Do the mobile contact route and any form, confirmation or booking link work?

05 Explain what happens next

OK / Needs work

Is your response expectation realistic? Is responsibility for each enquiry clear?

06 Learn from the outcome

OK / Needs work

Can you connect an enquiry with its source, agreed follow-up and eventual result?

My next three improvements

Choose a specific fix, an owner and a date. Avoid trying to change everything at once.

1. _____

Owner: _____ Complete by: _____

2. _____

Owner: _____ Complete by: _____

3. _____

Owner: _____ Complete by: _____

Review what changed and whether it helped. Small enquiry counts are not proof of cause and effect.

Get the editable templates and tracker: firstsearchdigital.co.uk/free-tools/enquiry-follow-up-pack/

Version 1.0 | 14 October 2026 | For practical planning; no sales uplift is guaranteed.