

A clearer path to a quote

A worked example for a fictional home-cleaning business

Purpose of this sample

This demonstrates the review format and level of detail. Northbridge Home Cleaning and its pages are fictional. It is not a real customer audit, user test, screenshot or measured performance result.

THE EXAMPLE BRIEF

The business offers regular home cleaning in Northbridge. Customers should enquire by email with their postcode, bedroom count and preferred frequency. Prices and availability are confirmed after the enquiry. No response-time, insurance or qualification claims have been supplied.

Three pages in scope

01 Homepage

Explain the service, location and next step.

02 Regular cleaning

Say what information is needed for an enquiry.

03 Contact

Make the action and the next step clear.

A paid review includes screenshots of the agreed live pages, dated observations, priorities and editable copy. This fictional sample uses text extracts only. No forms are submitted or analytics claims made without an agreed test.

One finding. One clear fix.

Example priority: fix the introduction first

ILLUSTRATIVE CURRENT COPY

A sparkling clean. Every time.

Professional cleaning for your home. Contact us today.

Observation

The example introduction does not name the service area or distinguish a regular clean from a one-off service.

Why it may matter

A new visitor has to search elsewhere to decide whether the business covers their home and offers the service they need. This is a usability hypothesis, not evidence that enquiries have been lost.

Recommended change

Put the service and area in the main heading. Under it, explain what to send and what happens next. Keep the enquiry action close to this explanation.

READY-TO-USE EXAMPLE COPY

Regular home cleaning in Northbridge.

Tell us your postcode, number of bedrooms and preferred cleaning frequency. We will check availability and explain the next step.

Button: Ask about regular cleaning

Confirm the service, area and enquiry process before using this copy. Do not add promises about speed, prices or credentials that the business has not verified.

A practical handover

Priorities, checks and a bounded revision

What to change next

1. Make the homepage specific

Use the revised introduction and place the enquiry action directly beside it. Effort estimate: a small copy edit in the existing page editor.

2. Explain the service-page enquiry

Add a brief note asking for postcode, bedroom count and preferred frequency. Confirm these are the details the business actually needs.

3. Clarify the contact step

Label the action as an enquiry, not an instant booking, unless the process really confirms a booking. State how the business will respond without inventing a deadline.

Check after the changes

Ask someone unfamiliar with the business to identify the service, area and next step. Check that links go to the intended destination and that the copy fits a narrow screen. Only send a clearly labelled test enquiry with the business owner's permission.

What is still unknown

We have no visitor analytics, independent user-test results or before/after enquiry data for this fictional example. The report does not guarantee increased sales, search rankings or compliance.

One consolidated revision can clarify findings or correct the supplied business facts, requested within seven days of delivery. Extra pages and implementation are outside the pilot scope. A real delivery date and complete price are agreed before payment.

Enquiries: kentorgersen@gmail.com | Subject: Website Enquiry Review