

FREE GUIDE · 2026 EDITION

# Plug the Leaks

## 21 website fixes that turn visitors into enquiries

A practical checklist for small-business owners in the US & UK

**21**

leaks that quietly cost you enquiries

**5–20 min**

per fix, no redesign needed

**7 days**

a simple plan to fix the lot

# Most small-business websites don't need a redesign. They need their leaks plugged.

I review small-business websites every week: accountants, coaches, consultants, trades. The same problems come up again and again, and almost none of them are about design. They're small, fixable things that stop a ready-to-buy visitor from getting in touch.

## How to use this guide

1. Open your own website on your phone, next to this guide.
2. Go through the 21 leaks. Tick the box on any leak your site has.
3. Total your ticks on the scorecard (page 11).
4. Fix them in the order of the 7-day plan (page 12). Most fixes take 5 to 20 minutes.

## What your score means

### 0–3 leaks

You're ahead of most small-business sites.

Polish the rest and focus on getting traffic.

### 4–8 leaks

You're losing enquiries you've already earned.

A week of small fixes will pay back fast.

### 9+ leaks

Your site is working against you.

Start with section 1 today.

## Want a head start?

Run your site through my free **Website Score**. It checks 13 of these leaks automatically in about 30 seconds: [srivastavadigitalservices.com/website-score](https://srivastavadigitalservices.com/website-score)

## 01

## Getting enquiries

These are the leaks that lose you people who were already ready to act. Fix these first: every one of them is a customer walking away at the last step.

1

### Buttons that go nowhere

10 min



**LOOKS LIKE** A "Book a call" or "Get a quote" button that reloads the homepage, opens a blank page or points to an old booking link.

**WHY IT COSTS YOU** The visitor had decided to contact you. A dead end at that moment rarely gets a second try; they open the next search result.

**THE FIX** On your phone, tap every button that says book, call, contact, quote or buy. Each one must land on a page where the next step is obvious.

2

### A contact page that errors

10 min



**LOOKS LIKE** Your Contact or About link shows "Page not found", or the email link is broken (for example it's coded as mailto:mailto:, which we've found on real accounting-firm sites).

**WHY IT COSTS YOU** People who check your About or Contact page are high-intent. An error there reads as "this business may have closed".

**THE FIX** Click every link in your menu and footer. Fix or remove anything that errors. Send yourself a test email from your own contact link.

3

### Two different phone numbers

5 min



**LOOKS LIKE** The header shows one number, the footer or About page another, often one digit apart after a typo.

**WHY IT COSTS YOU** Callers who dial the wrong one don't reach you, and a mismatch makes you look careless before you've spoken.

**THE FIX** Search your site for every phone number and email. Make them identical everywhere, including your Google Business Profile.

**4 No clear next step at the top**

15 min



**LOOKS LIKE** The first screen has a nice photo and a headline, but no button. The only way to get in touch is buried at the bottom.

**WHY IT COSTS YOU** Most visitors decide within the first screen whether to keep reading. If there's no obvious action, many never scroll to find one.

**THE FIX** Add one button in the first screen that says exactly what happens next: "Book a free 15-minute call", not "Learn more".

**5 A form that asks too much**

10 min



**LOOKS LIKE** Ten fields, a required phone number, a drop-down for budget, a CAPTCHA puzzle.

**WHY IT COSTS YOU** Every extra field is a reason to stop. People abandon long forms on phones especially.

**THE FIX** Cut your form to name, email and one message box. Ask everything else on the reply.

**6 Silence after they submit**

5 min



**LOOKS LIKE** The form sends, the page says "Thank you" and nothing else. No confirmation email, no idea when you'll reply.

**WHY IT COSTS YOU** Uncertainty makes people contact your competitor too. The first to reply usually wins.

**THE FIX** Change the thank-you message to set an expectation: "Thanks, I'll reply within one business day." Then keep that promise.

**7 Enquiries that never arrive**

5 min



**LOOKS LIKE** The form looks fine but its notifications go to an old inbox, or straight to spam.

**WHY IT COSTS YOU** You can't answer an enquiry you never saw. This leak is invisible until you test for it.

**THE FIX** Submit your own form once a month. Check it arrives, in your main inbox, within a minute.

# 02

## Winning trust

A visitor is quietly asking "is this business real, current and good?". These leaks answer "not sure".

8

### An old year in the footer

2 min



**LOOKS LIKE** "© 2023" at the bottom of every page.

**WHY IT COSTS YOU** Visitors read an old year as "this site, and maybe this business, isn't looked after".

**THE FIX** Update the year, or set it to update automatically (most website builders have a setting; developers can do it with one line).

9

### Leftover template text

15 min



**LOOKS LIKE** "Lorem ipsum", "[Firm Name]", "Sample Page", "Hello world!" or a meta description that literally says "This is the meta description for the blog page." All found on live small-business sites.

**WHY IT COSTS YOU** Nothing says "unfinished" faster. A buyer wonders what else was left half-done.

**THE FIX** Search every page for brackets, "lorem", "sample" and "your text here". Replace or delete each one.

10

### No real person behind it

20 min



**LOOKS LIKE** Stock photos only, no names, no face, no "who you'll be working with".

**WHY IT COSTS YOU** People buy services from people. An anonymous site feels riskier than one with a name and a face.

**THE FIX** Add one real photo of you (or your team) and a two-line introduction: who you are and who you help.

11

**Proof that can't be checked**

15 min



**LOOKS LIKE** Testimonials signed "J.S., Client" or no testimonials at all.

**WHY IT COSTS YOU** Anonymous praise looks invented. It can hurt more than having none.

**THE FIX** Ask two happy clients for one sentence each, with their name, business and permission to use it.

12

**No hint of price**

10 min



**LOOKS LIKE** A pricing page with no prices, or no mention of cost anywhere.

**WHY IT COSTS YOU** People who can't gauge cost assume it's too expensive, and many leave rather than ask.

**THE FIX** Add a "starting from" figure or a typical range for your main service. You don't need a full price list.

13

**"Not secure" in the browser**

10 min



**LOOKS LIKE** The address bar shows a warning because the site loads over http:// instead of https://.

**WHY IT COSTS YOU** Browsers actively warn visitors away. Many won't fill in a form on a "not secure" page.

**THE FIX** Turn on the free SSL certificate in your hosting panel and force all traffic to https://.

14

**A bad preview when shared**

10 min



**LOOKS LIKE** Paste your link into LinkedIn or WhatsApp and it shows no image, the wrong title or a dump of your menu text.

**WHY IT COSTS YOU** Referrals travel as shared links. A broken preview makes the recommendation look less credible.

**THE FIX** Set a share title, description and image (og tags). SEO plugins like Yoast or Rank Math do this in minutes. Test by pasting your link into a message to yourself.

# 03

## Getting found

These leaks decide whether the right people find you at all, and what they see before they click.

15

### A vague page title

5 min



**LOOKS LIKE** Your homepage title is just your business name, or "Home", or it's so long Google cuts it off.

**WHY IT COSTS YOU** The title is the blue headline in Google. It's the main thing searchers use to decide whether to click.

**THE FIX** Write a title under 60 characters that says what you do and where: "Fractional CFO for Growing Businesses | Tucson, AZ".

16

### No search description

10 min



**LOOKS LIKE** No meta description, so Google picks a random sentence from your page for the text under your listing.

**WHY IT COSTS YOU** That text is your sales pitch in the results. A random sentence rarely persuades anyone.

**THE FIX** Write one sentence (under 160 characters) per key page: who you help, what you do, and why click.

17

### No single clear headline

10 min



**LOOKS LIKE** No main (H1) headline, or several competing ones.

**WHY IT COSTS YOU** One clear headline helps both a first-time visitor and Google understand what the page is about.

**THE FIX** Use one headline at the top that states the result you deliver for your customer.

**18 Hard to use on a phone**

15 min



**LOOKS LIKE** Text too small to read, buttons too close together, or the page shows a tiny zoomed-out desktop version.

**WHY IT COSTS YOU** A large share of small-business visits come from phones. If it's fiddly, they leave.

**THE FIX** Open your site on your own phone and try to contact yourself using only your thumb. Fix anything awkward.

**19 Slow to load**

20 min



**LOOKS LIKE** Huge photos straight off a camera, sliders, and a dozen plugins or tracking scripts.

**WHY IT COSTS YOU** Visitors on phones won't wait long for a blank page. Slow sites also rank lower.

**THE FIX** Compress images (convert to WebP), remove plugins you don't use and turn on caching in your host.

**20 Images Google can't read**

20 min



**LOOKS LIKE** Photos with no description (alt text).

**WHY IT COSTS YOU** Google Images and screen readers can't tell what they show, so you miss easy search traffic and accessibility.

**THE FIX** Give each meaningful image a short plain description: "Bookkeeper reviewing accounts with a client in Leeds".

**21 Out of step with Google Maps**

10 min



**LOOKS LIKE** Your business name, address or phone on the website doesn't match your Google Business Profile.

**WHY IT COSTS YOU** Mismatches confuse local search, and customers can end up calling an old number from Maps.

**THE FIX** Make name, address, phone and opening hours identical on your site and your Google Business Profile.

# Fill-in-the-blank templates

The words matter as much as the fixes. Use these to rewrite the parts of your site people read first.

## Homepage headline formula

**[Result your customer wants] for [who you help] in [where], without [the thing they dread].**

- Month-end numbers you can trust, for growing businesses in Tucson, without hiring a full-time CFO.
- A garden you're proud of, for homeowners in Surrey, without chasing contractors.
- Books that are always up to date, for UK tradespeople, without a single shoebox of receipts.

## Button wording that gets clicked

**Say what happens next, and make it feel small.**

- "Learn more" → "See prices"
- "Contact us" → "Book a free 15-minute call"
- "Submit" → "Send my question"
- "Get started" → "Get my free quote"

## Search description formula

**[What you do] for [who] in [where]. [One proof or promise]. [Action].**

- Fractional CFO services for growing businesses in Kansas City. Clear monthly numbers, no long contracts. Book a free call.
- Friendly bookkeeping for UK sole traders. Fixed monthly fee, Making Tax Digital ready. Get a same-day quote.

## Thank-you message after a form

**Confirm, set the timing, give one next step.**

- "Thanks, [Name]. Your message is with me and I'll reply within one business day. While you wait, here's how my first call works: [link]."

## The 60-second test for any page

1. Could a stranger say what you do after 5 seconds?
2. Is there one obvious button, and does it work?
3. Is there a real name, face or client quote on the page?
4. Would you trust this business with your money?

# Tick every leak your site has

| #  | LEAK                          | SECTION           | FIX TIME |                          |
|----|-------------------------------|-------------------|----------|--------------------------|
| 1  | Buttons that go nowhere       | Getting enquiries | 10 min   | <input type="checkbox"/> |
| 2  | A contact page that errors    | Getting enquiries | 10 min   | <input type="checkbox"/> |
| 3  | Two different phone numbers   | Getting enquiries | 5 min    | <input type="checkbox"/> |
| 4  | No clear next step at the top | Getting enquiries | 15 min   | <input type="checkbox"/> |
| 5  | A form that asks too much     | Getting enquiries | 10 min   | <input type="checkbox"/> |
| 6  | Silence after they submit     | Getting enquiries | 5 min    | <input type="checkbox"/> |
| 7  | Enquiries that never arrive   | Getting enquiries | 5 min    | <input type="checkbox"/> |
| 8  | An old year in the footer     | Winning trust     | 2 min    | <input type="checkbox"/> |
| 9  | Leftover template text        | Winning trust     | 15 min   | <input type="checkbox"/> |
| 10 | No real person behind it      | Winning trust     | 20 min   | <input type="checkbox"/> |
| 11 | Proof that can't be checked   | Winning trust     | 15 min   | <input type="checkbox"/> |
| 12 | No hint of price              | Winning trust     | 10 min   | <input type="checkbox"/> |
| 13 | "Not secure" in the browser   | Winning trust     | 10 min   | <input type="checkbox"/> |
| 14 | A bad preview when shared     | Winning trust     | 10 min   | <input type="checkbox"/> |
| 15 | A vague page title            | Getting found     | 5 min    | <input type="checkbox"/> |
| 16 | No search description         | Getting found     | 10 min   | <input type="checkbox"/> |
| 17 | No single clear headline      | Getting found     | 10 min   | <input type="checkbox"/> |
| 18 | Hard to use on a phone        | Getting found     | 15 min   | <input type="checkbox"/> |
| 19 | Slow to load                  | Getting found     | 20 min   | <input type="checkbox"/> |
| 20 | Images Google can't read      | Getting found     | 20 min   | <input type="checkbox"/> |
| 21 | Out of step with Google Maps  | Getting found     | 10 min   | <input type="checkbox"/> |

Total leaks found

\_\_/21

# Fix the lot in a week, 20 minutes a day

Ordered by what brings in enquiries fastest. Tick each day off as you go.

## Day 1

Tap-test every button and link on your phone, using only your thumb (Leaks 1, 2, 4, 18).

☐

## Day 2

Make phone numbers, emails and addresses match everywhere (Leaks 3, 21).

☐

## Day 3

Shorten your form, rewrite the thank-you message, send yourself a test (Leaks 5, 6, 7).

☐

## Day 4

Update the footer year and hunt down template text (Leaks 8, 9).

☐

## Day 5

Add a real photo, two named testimonials and a "starting from" price (Leaks 10, 11, 12).

☐

## Day 6

Rewrite your page title, search description and headline using the templates (Leaks 15, 16, 17).

☐

## Day 7

Compress images, add alt text, check the share preview and HTTPS (Leaks 13, 14, 19, 20).

☐

RATHER NOT DO IT YOURSELF?

# I'll plug the leaks for you, and you see the result before you pay.

I'm Mithun, an independent web developer. I build fast websites, landing pages and interactive tools (calculators, quizzes, scorecards) for small businesses in the US and UK, and I run several live websites of my own.

## Website fix-up

**\$49** ~~\$99~~

Founding-client price for my first 10 clients.

- ✓ I fix the leaks in this guide that your site has
- ✓ Free first draft within 48 hours, before you pay anything
- ✓ 50% on approval, 50% at launch, by PayPal invoice in USD

[Get my free first draft →](#)

## Also available

- ✓ Landing page · \$149 (usually \$349)
- ✓ Calculator or quiz for your site · \$149 (usually \$349)
- ✓ Page rewrite · \$99 (usually \$249)

Questions? Just reply to the email this guide came in, or write to **hello@srivastavadigitalservices.com**. I read every message.