NEXA
LOCAL REVENUE SYSTEMS

WEBSITE INQUIRY AUDIT / PUBLIC SAMPLE

A clearer path from first visit to quote request.

ILLUSTRATIVE BUSINESS PROFILE

A fictional Minnesota roofing company

No real company or website is identified or evaluated in this example.

ILLUSTRATIVE / NOT AN ACTUAL AUDIT

The screenshots and interfaces in this report are schematic. Every finding is a teaching example, not a verified claim about a business.

PREPARED BY

NEXA Global Hub LLC

PUBLIC SAMPLE

Top four priorities to investigate

Hypothetical scenario: homeowner-facing roofing site with a homepage, two service pages, an FAQ and a quote form.

SCENARIO STRENGTHS

The example contractor has clear roofing services, project photos, a service-area statement and a route to request an estimate. This mock audit asks where the inquiry path could be clearer.

NUMBERED FINDINGS / CONSISTENT THROUGHOUT

01 **Reduce first-contact form effort** — HIGH

Ask for essentials first; allow more detail after initial contact.

02 **Align service descriptions and form choices** — HIGH

Make the services page, FAQ and quote options consistent.

03 **Place verified proof beside the quote action** — MED

Bring relevant reviews, credentials and recent work closer to the CTA.

04 **Clarify response timing and next steps** — MED

Explain what happens after submission with an achievable timeframe.

EVIDENCE STANDARD

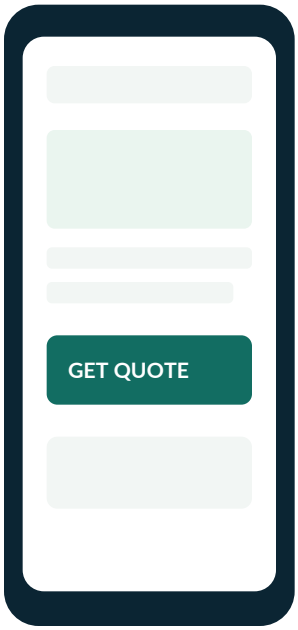
The four priorities above are illustrative; Findings 05-06 appear on page 5. A paid audit checks actual mobile and desktop behavior and reports evidence-backed findings.

One service. Two screen sizes.

Illustrative viewports: mobile around 390 px and desktop around 1440 px. These are example checks, not completed live tests.

EXAMPLE REVIEW METHOD

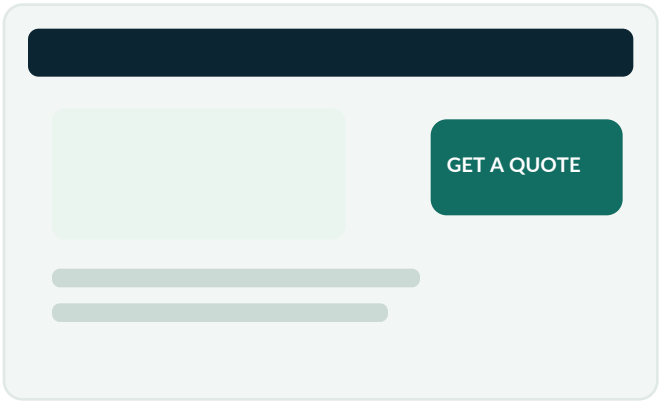
MOBILE / SCHEMATIC



MOBILE TEST QUESTIONS

Is the CTA easy to tap? Does the menu expose contact? Can a customer complete the form without zooming?

DESKTOP / SCHEMATIC



CTA visible without hunting

Confirm call and estimate actions remain visible, readable and usable as layouts change.

WHAT WE ACTUALLY VERIFY IN PAID AUDITS

Tap targets	Buttons and form controls can be reached and activated on small screens.
Content hierarchy	Service, location, and next action are obvious without searching.
Form usability	Labels, required fields, validation and success response behave properly.
Desktop continuity	Quote links and content remain consistent as the layout expands.

03 / FORM AND SERVICE CLARITY

Reduce friction, not information

Finding 01 and Finding 02 / Illustrative scenarios - not live website observations.

01 / HYPOTHETICAL FORM FRICTION

COMPLEX FIRST CONTACT

Name + phone + email

Full street address

Current roof material

Desired roof material

Urgency + image upload

PROPOSED FIRST STEP

Name + contact

ZIP / service area

Repair / replace / inspection

One-sentence concern

REQUEST AN ESTIMATE

02 / HYPOTHETICAL CONTENT MISMATCH

Example conflict

Services page: "We install asphalt shingles only." Quote form: "Choose asphalt, metal or tile."

Proposed correction: show only available services, or explain referral and eligibility rules clearly.

IMPLEMENTATION & VALIDATION

A shorter first form is a testable design hypothesis, not guaranteed to raise conversion. Preserve optional details, confirm service rules with the owner, test confirmation messages and compare actual submissions.

All text above is fictional sample content. No real roofing company is accused of these inconsistencies.

Make the decision feel easier

Findings 03-06 / Sample placements and review questions.

DESIRED CUSTOMER JOURNEY

SERVICE
Can you help?

>

PROOF
Can I trust you?

>

QUOTE
What happens next?

PRIORITIES / 03-06

03

Trust close to the quote

Show genuine project photos, applicable licenses and reviews near the inquiry action.

Check: Proof is authentic and consented.

04

Submission expectations

Explain what the business will do and when it realistically responds.

Check: Confirmation and reply time tested.

05

Service-area clarity

Make ZIP coverage and service locations easy to find on desktop and mobile.

Check: Customer can identify service eligibility.

06

Local project pathways

Connect relevant service pages and recent work to the estimate request.

Check: Links work and geographic fit is checked.

NOT A CLAIM ABOUT AN ACTUAL BUSINESS

The suggested content is a practical checklist. A real audit documents which proof is present or missing and obtains approval before changing website copy.

A practical 30-day sequence

Priority numbering is consistent with Findings 01-06; Actions 07-10 are supplementary checks.

P1 HIGH P2 MEDIUM

NO.	CHANGE / DELIVERABLE	LEVEL	ACCEPTANCE TEST
01	Reduce first-contact form effort	P1	Essential fields pass QA
02	Align form and service options	P1	No unsupported option
03	Place verified trust beside CTA	P2	Proof approved / linked
04	Clarify response expectations	P2	Honest timing displayed
05	Improve service-area clarity	P2	ZIP/location path works
06	Link local work to quote flow	P2	Journey cross-linked
07	QA 390px mobile layout	P1	No overflow / blocked CTA
08	QA 1440px desktop layout	P1	Form and nav functional
09	Verify email + confirmation	P1	Test inquiry received
10	Measure form completions	P2	Tracking consent + QA

SAMPLE IMPLEMENTATION TIMELINE

Week 1: validate the facts and access. Week 2: prototype changes. Week 3: implement and test on real mobile and desktop. Week 4: review inquiries and refine. Approval, access and scope are required.

06 / SERVICE SCOPE & NEXT STEP

What the $299 audit delivers

This report demonstrates NEXA analysis and communication style, not historical client results.

PAID AUDIT / INCLUDED

Review of up to five public pages, real mobile and desktop checks, up to ten prioritized recommendations, annotated evidence, and a PDF action plan. The actual findings depend on the customer website.

REVIEW PROCEDURE FOR REAL CLIENTS

1. **Confirm scope**
   Identify pages, service area and buyer action.
2. **Review real viewports**
   Inspect live mobile and desktop behavior and capture evidence.
3. **Validate findings**
   Distinguish observed facts, hypotheses, and unknowns.
4. **Prioritize actions**
   Rank by customer friction, effort and practical feasibility.
5. **Deliver & clarify**
   Provide PDF report and one follow-up clarification.

TRANSPARENCY / THIS DOCUMENT

Every company, site element, observation and diagram in this public sample is fictional or illustrative. No named contractor was assessed; no live mobile test, analytics, lead data or conversion results are claimed. Paid audits follow the procedure above.

NEXA LOCAL REVENUE SYSTEMS

roman@nexaglobalhub.com

Audit: $299 | Implementation: by proposal