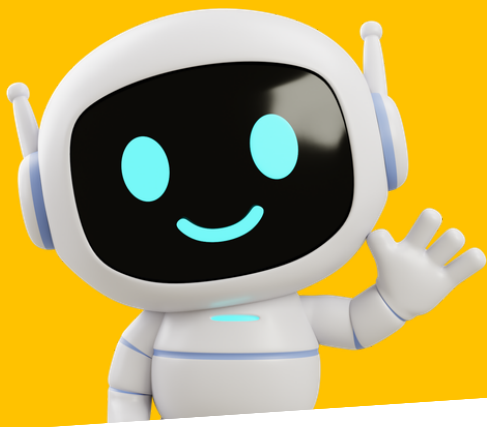




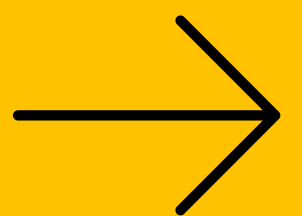
FREE 7 AI PROMPTS to fix website leaks

7 Website Leaks Costing Trade Businesses More Jobs

A practical website audit guide for
established trade service businesses



Built for established operators —
Electricians, Plumbers, HVAC, Roofers,
and Similar Trade Businesses.



The Reality

Most trade businesses don't lose customers because they're bad at what they do. They lose customers ***because their website quietly creates friction.***

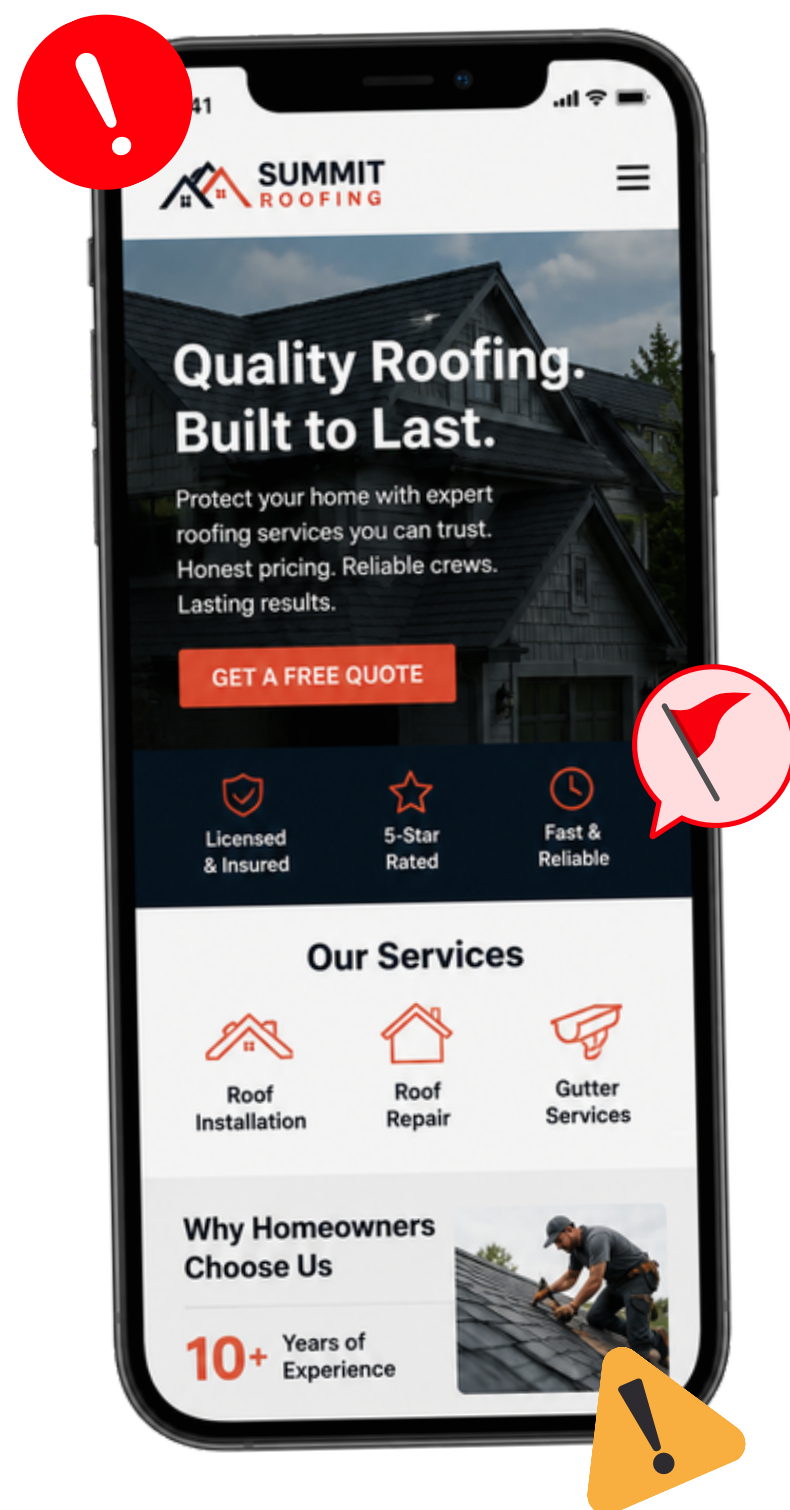
One small issue doesn't seem important.

Seven small issues together can cost dozens of enquiries every year.

Inside this guide, you'll discover the **7 most common website leaks** that cost trade service businesses valuable leads and jobs.

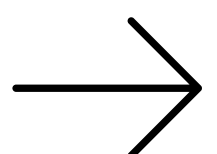
For each leak, you'll get a **ready-to-use AI prompt** to help you identify and fix the problem.

Plus: You'll receive a bonus AI prompt that creates a personalized website growth **master plan** to help *turn your website into a more consistent revenue-generating asset.*



Ready to know the 7 leaks?

Find out on the next page.



Audit These 7 Website Leaks

1. No Clear Next Step

2. Weak Trust Signals

3. Poor Mobile Experience

4. Unclear Services

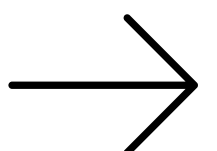
5. Hard to Contact

6. Hard to Find

7. Lost Leads

Ready to Audit Your Website?

Let's get started on the next page.



Before you start, read this. It takes 30 seconds.

HOW TO USE THIS GUIDE

Open ChatGPT, Claude, or Gemini. Make sure web browsing is turned on so the AI can actually look at your site. If it can't browse, just copy the text off the page you're auditing and paste it in with the prompt.

Do one leak at a time. Don't dump all seven in at once or you'll get shallow answers on all of them.

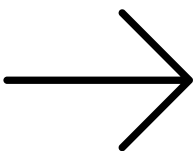
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Save every answer. By the end you'll have a written list of exactly what's costing you jobs and what to fix first.



Let's discuss the first leak!

1. No Clear Next Step



1 No Clear Next Step

Your Website Doesn't Tell Visitors What To Do Next

WHY IT LEAKS

Someone lands on your homepage. They like what they see. Then they stop, because nothing tells them what to do.

Most trade websites are covered in soft links. "Learn More." "About Us." "Read More." "View Gallery." Every one of those is a different direction, so the visitor picks none of them. They scroll, they hesitate, they leave.

Your buyer is usually not browsing for fun. Their aircon died in February. Water is coming through the ceiling. They want one obvious action, not a menu of options.

WHAT IT COSTS YOU

Traffic you already paid for walks away and calls the next business on the search results page. This is the cheapest leak on the list to fix and usually the biggest one.



Get the **PROMPT** in the next page



1 YOUR 1ST AI PROMPT

You are a conversion-focused web strategist who works with trade service businesses.

My business: [YOUR BUSINESS NAME]

Trade: [E.G. ROOFING, HVAC, ELECTRICAL, PLUMBING, SOLAR]

Service area: [YOUR CITY / REGION]

Website: [YOUR URL]

The one action I most want a visitor to take: [E.G. CALL US, BOOK A FREE QUOTE, REQUEST A SITE INSPECTION]

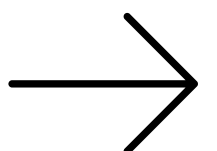
Review my homepage and my main service page.

- 1. List every clickable button, link, and call to action you can find, in the order a visitor sees them.*
- 2. Tell me which single action is most visually dominant. If you can't tell, say so, because that is the problem.*
- 3. Count how many competing next steps exist above the fold.*
- 4. Tell me exactly what a first-time visitor is being asked to do, in one plain sentence.*
- 5. Then rewrite my primary call to action. Give me 5 button label options that are specific and low-risk for a homeowner or property manager, not generic ones like "Learn More" or "Contact Us."*
- 6. Tell me where on the page each call to action should appear, top to bottom, and what should be removed to stop the competition.*

Be blunt. Assume I would rather hear the problem than be flattered.

Not sure how to do it?

Instructions

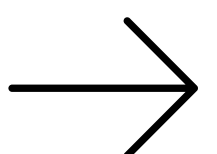


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4. **Save every answer.** By the end you'll have a written list of exactly what's costing you jobs and what to fix first.

Let's discuss the second leak!

2. Weak Trust Signals



2 Weak Trust Signals

Your Website Doesn't Build Trust Fast Enough

WHY IT LEAKS

You are asking a stranger to let your team into their home and hand over thousands of dollars. That decision is made on trust, and it's made in seconds.

The problem is that most trade websites say the same three things. Quality workmanship. Competitive pricing. Fully licensed. Your competitor says it too, so it proves nothing.

Meanwhile the things that actually prove you're real are missing. Licence and insurance numbers. Faces of the actual crew. Photos of real jobs you did, not stock images. Reviews with a name and a suburb attached. How long you've been operating. What happens if something goes wrong.

Stock photos of models in clean hi-vis do active damage here. Buyers recognise them instantly.

WHAT IT COSTS YOU

Traffic you already paid for walks away and calls the next business on the search results page. This is the cheapest leak on the list to fix and usually the biggest one.



Get the **PROMPT** in the next page



2 YOUR 2ND AI PROMPT

You are a trust and credibility consultant for home service businesses.

My business: [YOUR BUSINESS NAME]

Trade: [YOUR TRADE]

Years operating: [NUMBER]

Licence / registration number: [NUMBER, OR "NOT SHOWN ON SITE"]

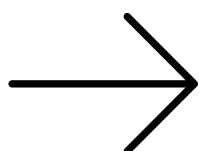
Website: [YOUR URL]

My customer is deciding whether to let my team into their property and spend [TYPICAL JOB VALUE] with me.

- 1. Go through my homepage and list every trust signal you can actually find. Be strict. Vague claims like "quality service" do not count as trust signals.*
- 2. List what is missing that a cautious homeowner would look for before enquiring.*
- 3. Tell me whether my photos look like real jobs or stock images, and what that signals.*
- 4. Check whether my reviews or testimonials include a real name, location, and specific job detail. Generic praise with no detail reads as fake. Tell me honestly how mine read.*
- 5. Give me a prioritised list of the 5 trust elements I should add first, ranked by impact versus effort, with exactly where on the page each one goes.*
- 6. Write me a short, honest trust bar for directly under my hero section using only the facts I gave you above. No invented claims, no exaggeration.*

Not sure how to do it?

Instructions

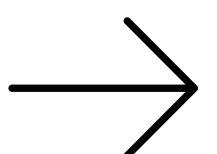


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Let's discuss the third leak!

3. Poor Mobile Experience



3 Poor Mobile Experience

Your Website Performs Poorly on Mobile



WHY IT LEAKS

Most people searching for a tradesperson are on a phone. Often they're standing in front of the problem while they search.

If your site takes six seconds to load on mobile data, they're gone before they see your name. If your phone number isn't tappable, they have to memorise it and switch apps, and most won't bother. If your buttons are too small, your form fields zoom the page sideways, or your hero image pushes the enquiry button three scrolls down, you're adding friction at the exact moment they were ready to act.

The site probably looks fine on your desktop. That's why this leak survives for years.

WHAT IT COSTS YOU

Every second of load time costs you enquiries. And this leak hits hardest with urgent, high-intent jobs, which are usually your best-paying ones.

Get the **PROMPT** in the next page



3 YOUR 3RD AI PROMPT

You are a mobile UX and page speed specialist.

Website: [YOUR URL]

Trade: [YOUR TRADE]

Most common urgent job people call me for: [E.G. BURST PIPE, NO HOT WATER, STORM DAMAGE]

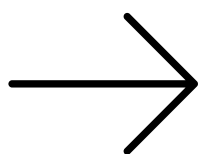
Audit my website as if you are a homeowner standing outside in the rain, on a phone, on mobile data, with a problem right now.

- 1. How long does it take before I can see who this business is and what they do? Estimate load time issues from image sizes and page weight if you can access them.*
- 2. Is the phone number visible without scrolling, and is it a tappable click-to-call link? Check the actual link, not just the text.*
- 3. Are buttons large enough to tap with a thumb, and spaced far enough apart?*
- 4. How many scrolls before I reach the main enquiry action?*
- 5. Is any text too small to read, or any element wider than the screen forcing horizontal scroll?*
- 6. Does the menu work simply, or does it hide the important things?*
- 7. Test my enquiry form on mobile. How many taps and how much typing does it take to complete?*

Give me a mobile friction score out of 10, then a fix list ordered by what I should do first. For each fix, tell me whether it is a 5-minute change, a half-day change, or a rebuild.

Not sure how to do it?

Instructions

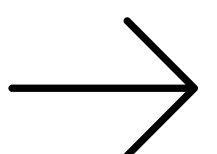


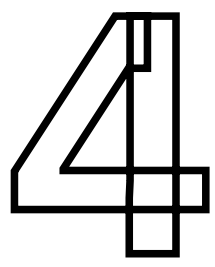
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4. **Save every answer.** By the end you'll have a written list of exactly what's costing you jobs and what to fix first.

Let's discuss the fourth leak!

4. Unclear Services





Unclear Services

Your Services Aren't Explained
Clearly



WHY IT LEAKS

"Residential and commercial solutions"
tells nobody anything.

Your buyer has one specific job in mind. Ducted aircon replacement. Switchboard upgrade. Colorbond re-roof. They're scanning your site for that exact thing. If they can't find it in a few seconds, they assume you don't do it, even when you do it every week.

The other version of this problem is one Services page with fourteen bullet points on it. That page can't rank in search for any single service, and it can't sell any single service properly either. No pricing guidance, no explanation of what's involved, no answers to the questions people always ask.

WHAT IT COSTS YOU

You lose jobs you're perfectly qualified for, and you attract the wrong enquiries because nobody understood your scope. You also stay invisible in search for the exact terms your best customers type.

Get the **PROMPT** in the next page



4 YOUR 4TH AI PROMPT

You are a service page strategist for trade businesses.

My business: [YOUR BUSINESS NAME]

Trade: [YOUR TRADE]

Website: [YOUR URL]

Services I actually offer: [LIST THEM PLAINLY]

My most profitable service: [ONE SERVICE]

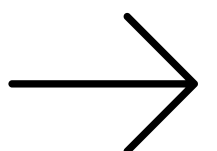
Services I want more of: [LIST]

Jobs I do NOT want: [LIST]

- 1. Read my website and list the services a visitor would believe I offer, based only on what is written there.*
- 2. Compare that to my real list above. Show me the gap. What am I good at that my website hides?*
- 3. Tell me if I am relying on one general Services page instead of a dedicated page per service, and explain what that costs me in search visibility and in clarity.*
- 4. For my most profitable service, write a page outline that answers, in this order: what the job is, who it is for, signs you need it, what the process looks like step by step, roughly what it costs and what changes the price, how long it takes, common questions, and the next step.*
- 5. Rewrite my main service descriptions in plain language a homeowner would use. Remove industry jargon. Remove filler like "solutions" and "state of the art."*
- 6. Tell me how to make clear on the site which jobs I do not take, without sounding negative.*

Not sure how to do it?

Instructions

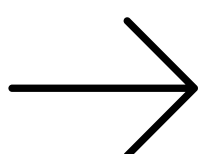


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Let's discuss the fifth leak!

5. Hard to Contact



5

Hard to Contact

You're Making It Difficult to Request a Quote

WHY IT LEAKS

Somebody decided to enquire. That's the hard part, and you won it. Then you put an o in front of them.

An eleven-field form. Required fields for information you don't need yet. A "Contact" page buried in the menu. A phone number that only appears in the footer. A message that says "we'll get back to you" with no indication of when, which reads as "maybe never."

Every extra field and every extra click loses a percentage of people. Not all of them. Just enough to hurt, quietly, every month.

There's also usually no fast path for urgent work. If someone has an emergency and your only option is a general enquiry form, you just handed that job away.

WHAT IT COSTS YOU

This is the leak that costs you the most qualified leads, because it only affects people who had already decided to contact you.



Get the **PROMPT** in the next page



5 YOUR 5TH AI PROMPT

You are a lead capture and conversion specialist.

Website: [YOUR URL]

Trade: [YOUR TRADE]

How I prefer to receive enquiries: [PHONE / FORM / TEXT / ALL]

How fast I can realistically respond: [E.G. WITHIN 2 HOURS ON WEEKDAYS]

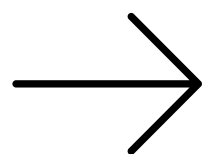
Do I take emergency or after-hours work: [YES / NO]

- 1. Count how many clicks it takes from my homepage to submit an enquiry. Then do the same from a service page.*
- 2. List every field on my enquiry form. For each one, tell me whether I actually need it to quote the job, or whether it can be asked later on the phone.*
- 3. Tell me the minimum set of fields I should keep.*
- 4. Check whether my phone number appears in the header, on every page, and as a tappable link.*
- 5. Tell me if there is a clear, separate path for urgent jobs. If not, tell me where to add one.*
- 6. Tell me whether my site sets any expectation about response time. Write me one honest line I can add based on the response time I gave you above.*
- 7. Write the confirmation message a visitor should see immediately after submitting the form, so they know the enquiry landed and what happens next.*

Then give me a before and after of my enquiry flow, showing exactly what I should remove.

Not sure how to do it?

Instructions

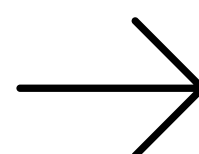


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4. **Save every answer.** By the end you'll have a written list of exactly what's costing you jobs and what to fix first.

Let's discuss the sixth leak!

6. Hard to Find



6 Hard to Find

You're Missing Local Authority Signals



WHY IT LEAKS

Everything above only matters if people reach your site in the first place.

Trade work is local. Somebody searching for an electrician in a specific suburb wants to know you actually work there and that you're nearby. If your site never names the suburbs you serve, never links to your Google Business Profile, shows a different phone number or address than your other listings, and has no local proof, search engines have no reason to show you and buyers have no reason to believe you.

Being invisible locally is not a website design problem. It's the reason the rest of the website never gets a chance to do its job.

WHAT IT COSTS YOU

Not lost enquiries. Lost opportunities to ever be considered. You'll never know about these ones, which is what makes this leak so easy to ignore.

Get the **PROMPT** in the next page



6 YOUR 6TH AI PROMPT

You are a local search and local authority consultant for trade businesses.

My business: [YOUR BUSINESS NAME]

Trade: [YOUR TRADE]

Main city or region: [CITY]

Suburbs or towns I actually service: [LIST 5 TO 10]

Website: [YOUR URL]

Business address as it appears on my site: [PASTE IT]

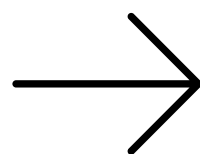
Business phone as it appears on my site: [PASTE IT]

- 1. Read my website and tell me which locations a search engine would conclude I serve, based only on what is on the site.*
- 2. Compare that to my real service area above and show me the gap.*
- 3. Check whether my business name, address, and phone number appear consistently across my site. Flag anything that varies.*
- 4. Tell me whether my homepage title and headings mention my trade and my location together, the way a customer would search.*
- 5. Tell me whether I link to my Google Business Profile and my reviews, and where those links should sit.*
- 6. Recommend whether I need individual location pages. If yes, give me an outline for one that would genuinely help a local reader, not a thin page that just swaps the suburb name.*
- 7. Give me 5 local authority signals I can add in the next 30 days.*

Examples might include local job photos with the suburb named, local supplier or association mentions, a service area map, or reviews grouped by area. Order them by impact.

Not sure how to do it?

Instructions

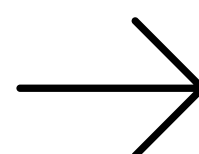


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Let's discuss the seventh leak!

7. Lost Leads



7 Lost Leads

Your Website Isn't Working as Part of Your Growth Strategy



WHY IT LEAKS

Most trade websites are treated like a business card. Built once, then left alone.

So nobody knows how many people visited last month. Nobody knows which pages produce enquiries and which ones do nothing. Enquiries land in an inbox that gets checked at the end of the day, or in a spam folder nobody opened. There's no follow-up when someone doesn't reply to a quote.

Response speed is the quiet killer here. The business that replies first usually wins the job, regardless of price. A form submission sitting for six hours is often a job already lost to someone faster.

WHAT IT COSTS YOU

You keep spending on a website, and possibly on ads, without knowing what any of it produces. So you can't improve it, and you can't tell whether it's working. Meanwhile leads you already generated go cold.

Get the **PROMPT** in the next page 

7 YOUR 7TH AI PROMPT

You are a growth systems consultant for trade service businesses.

My business: [YOUR BUSINESS NAME]

Trade: [YOUR TRADE]

Website: [YOUR URL]

Roughly how many enquiries I get per month: [NUMBER, OR "I DON'T KNOW"]

Where enquiries currently go: [E.G. MY EMAIL INBOX]

How quickly I usually respond: [BE HONEST]

Average job value: [AMOUNT]

What I do when someone doesn't reply to a quote: [BE HONEST]

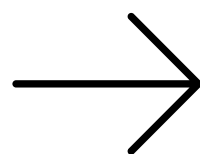
Treat my website as a lead generation system, not a brochure.

- 1. Tell me what I currently cannot measure, and why each blind spot matters in money terms.*
- 2. List the minimum tracking I should have in place. Keep it simple enough that a busy business owner will actually maintain it.*
- 3. Based on my average job value, calculate what a 10 percent improvement in enquiry rate would be worth to me per year, and what a faster response time could be worth.*
- 4. Design a simple follow-up sequence for quotes that go quiet. Give me the timing and the actual message wording for each touch. Keep it helpful, not pushy.*
- 5. Tell me the three numbers I should check once a month, and where to find them.*
- 6. Point out anything in my current setup where enquiries could be getting lost entirely, such as form notifications going to spam, an unmonitored inbox, or a broken form.*

End with a one-page action plan I could start this week.

Not sure how to do it?

Instructions

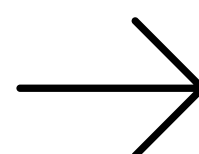


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Ready for the Secret Bonus?

Master Plan Prompt





Master Plan Prompt

Create a master plan!

Once you've run all seven, you'll have a lot of findings and not much clarity on where to begin. Run this last one to turn it into a plan.

Get the **PROMPT** in the next page



M MASTER PLAN PROMPT

I have just audited my trade business website against 7 common leaks: no clear next step, weak trust signals, poor mobile experience, unclear services, hard to contact, hard to find, and lost leads.

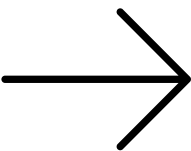
*Here are my findings for each:
[PASTE THE KEY FINDINGS FROM EACH OF THE 7 AUDITS]*

*My average job value is [AMOUNT].
I can realistically spend [HOURS] per week on this.
My technical skill level is [BEGINNER / OK / CONFIDENT].*

- 1. Rank every issue found by revenue impact versus effort to fix.*
- 2. Give me the 3 things to fix this week that will move the needle most.*
- 3. Tell me which items I should not attempt myself, and why.*
- 4. Tell me which issues are symptoms of the same underlying problem,
so I don't fix the same thing five times.*
- 5. Give me a simple 30-day sequence.*

Be realistic about what I can do alone versus what needs a professional.

Before you get started...
A Word of Advice



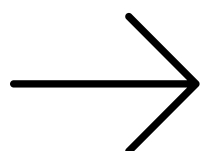


A WORD OF ADVICE

AI will tell you what's wrong. It won't tell you what's worth fixing for your business specifically, and it can't tell whether your problem is the website at all or the offer behind it. Use these prompts to get clear on where the leaks are. When you know, you can decide whether to patch them yourself or get them fixed properly.

Ready to know what to do next?

Get an Audit





Imagine getting more booked jobs!

After fixing these issues on our own website, **we began attracting more qualified enquiries and booking** more strategy calls without relying on gimmicks or chasing more traffic.

The goal isn't to make your website look prettier.

It's to make it easier for the right customer to trust you and take the next step.

Most people assume they need more traffic.

In reality, many businesses already have enough visitors. They're simply losing enquiries because their website creates friction.

Fix the leaks first!

There's no point driving more traffic to a website that's already losing potential customers.

What is next?

You've now identified the leaks.

The next step is deciding which ones are actually worth fixing first.

Some issues take five minutes.

Others require a complete redesign.

Most business owners don't know the difference.

If you'd like an experienced pair of eyes to review your website, we're happy to take a look.

We'll tell you:

- ✓ What's hurting conversions
- ✓ What's already working
- ✓ What we'd leave alone
- ✓ What we'd fix first

No pressure.

No obligation.

Just an honest review.

Visit our website www.solidleadengine.com



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*We are Nemo & Chela,
your new growth partner*