

Free Visibility Audit

Sample report for demonstration purposes

Prepared for Harbor Pine Design & Closets
Focus The first step from interest to consultation

Prepared by Brian Russell, Lightkeeper

A practical first look

I looked at this fictional business the way a potential customer might: someone interested in custom closet or storage help, but still deciding whether to call, request a consultation, or keep comparing options.

This is not a full marketing review. It is a practical first look at one thing making the next step harder, one missed opportunity, and one quick win.

What appears to be working

The business looks credible, local, visual, and high-value. A customer who already trusts the business may be willing to reach out.

Main friction

The page asks for a consultation before fully reducing the quiet doubts that come with a custom home project.

Quick win

Make the first inquiry feel easier and more specific by explaining what happens after someone reaches out.

Priority summary

If I were prioritizing one thing first, I would make the first inquiry feel easier and more specific. The business does not need to explain everything; it just needs to reduce hesitation at the moment someone is deciding whether to reach out.

Recommended next step

This specific issue may be something the business can adjust internally. If similar friction appears across the homepage, service pages, Google listing, reviews, and follow-up path, the useful next step would be a Prospect Path Review focused on the first conversation path.

1. One thing making the next step harder

The page asks the customer to request a consultation before answering several quiet questions:

- Is my project too small or too unusual?
- What happens after I reach out?
- Do I need to know exactly what I want first?
- Is this a design conversation, estimate, sales call, or something else?

For custom home services, the consultation step is a trust moment. If the path feels vague, interested customers may wait, compare, or ask someone they already know.

2. One missed opportunity

Add a short "What happens after you reach out" section near the consultation button.

Suggested copy:

After you request a consultation, we will ask a few questions about your space, goals, and timing. You do not need to have the solution figured out. We will help you understand what is possible and whether the project is a fit.

3. One quick win

Support the main call-to-action with a more reassuring first step.

Instead of only	Request a Consultation
Try	Start with a design conversation
Or add	Not sure where to start? Tell us about the space. We will help you decide what makes sense.