

EnquiryPath

Know what to fix first.

Sample Local Enquiry Growth Review Google, Website, Reviews & Conversion

Premium £249 - anonymised demonstration report

Prepared for

Sample Local Dog Care Business
Business type: local dog walking / boarding / pet-care provider
Location: example UK local market

Prepared by

EnquiryPath | Sample review date: June 2026
Scope in one line: public-information-only local enquiry growth review

Sample report notice

This is an anonymised demonstration version of an EnquiryPath Local Enquiry Growth Review. Business names, contact details, licence references, review signals, scores, evidence labels and public inconsistencies have been changed, generalised or made illustrative. A paid report is prepared using the customer's actual public website, Google/profile surfaces, reviews, directory footprint and relevant local competitors at the time of review.

Product positioning: this is a done-for-you buyer-confidence diagnostic showing exactly what to fix first - not a generic automated SEO scan.

How to read this sample report

This sample is built to show how a paying customer would use the report: start with the executive summary, follow the fix-first order, then hand the implementation sections to the person making website/profile changes.

Reader need	Go to	What you will get
I only have five minutes	Executive Summary + What to Fix First	The diagnosis, top fixes and order of work.
I need to protect my budget	What NOT to Waste Money On Yet	What to avoid until the basic enquiry path is fixed.
I need to know what is wrong publicly	Public Consistency + Findability	The Google, directory and website consistency issues.
I need conversion actions	Conversion Friction + Guided Fit-Check	CTA wording, form fields and contact-page reassurance.
I need implementation instructions	30-Day Fix-First Plan + Developer Handoff	A practical build checklist, copy-paste instructions and simple tracking sheet.
I need evidence safety	Scope + Evidence Appendix	Caveats, sample-source handling and owner-confirmation items.

The Enquiry Path

Every fix should help a cautious buyer move one step further with fewer doubts.



Why this matters The review follows the full buyer journey: how a local owner finds, understands, trusts, feels reassured and makes contact.

Core lens

This is not a website audit. It is a local enquiry-growth diagnostic. Every recommendation should help a cautious buyer move through: found, understood, trusted, reassured and contacted.

1. Scope and methodology

Scope statement

This is a public-information-only local enquiry growth review. It shows what a prospective buyer can see, trust and act on from public sources, then recommends what the business should fix first. It is not a technical SEO audit, paid advertising plan, implementation service, regulated advice, private analytics review, ranking guarantee, lead guarantee or revenue forecast.

The review looks at the sample business as a cautious local pet owner would see it: Google and map-style surfaces where visible, the website, public directories, visible review/VOC signals, social surfaces where accessible, and relevant local competitor clarity examples.

Scores are directional buyer-confidence scores. They are not analytics, rankings, traffic estimates, lead forecasts or commercial guarantees. They show how easy it is for a buyer to answer four questions: What do you offer? Where do you cover? Why should I trust you? What should I do next?

Sample anonymisation treatment

Item checked	Sample public read	Sample treatment
Contact route	Phone, email and a generic contact form are visible.	Treat the issue as contact exists, but the route is not a guided fit-check.
Phone number	Website and directories show different example numbers.	Do not show real numbers. Treat as a Priority 1 public consistency issue.
Opening hours	Website shows day-specific hours; a directory profile says "open 24 hours".	Owner should confirm the true hours/response policy before publishing.
Address / service area	Location wording appears, but exact collection/service area is unclear.	Separate address/location wording from service-area wording.
Google Business Profile	Live rating, review count, categories, services and Q&A are not guessed.	Manual live check required in paid reports.
Licence / insurance wording	Public wording suggests legitimacy, but sample licence references are anonymised.	Owner confirmation required before prominent publication.

Evidence discipline

- Verified facts are described as visible public evidence, not performance proof.
- Unverified Google fields are marked manual live check required.
- Review counts and ratings are only shown where a public source directly exposes them.
- Expected outcomes are framed as buyer-confidence improvements, not guaranteed leads or revenue.
- Competitors are used as clarity examples, not identities to imitate.

2. Executive Summary

Overall diagnosis

The sample business's problem is not lack of trust. It is an under-converted trust story. The physical service appears warm, safe, personal and credible, but the public enquiry path makes the buyer work too hard to confirm service fit, area coverage, proof and next steps.

The sample business has premium physical trust trapped inside a leaky public enquiry path. It already displays high-value trust assets: secure-care language, licensed/insured provision, regular photo/video updates, local identity, review language around happy dogs and named-person care, plus public directory proof.

Executive point	Bottom line
Main public enquiry problem	The business is easier to like than it is to verify and act on quickly.
What already works	Warm local trust, secure-care proof, licensed/insured positioning, daily updates, named handlers and review language that reduces owner anxiety.
What leaks confidence	Public phone/hour/address mismatches, a generic form, unclear service-area wording, proof spread across surfaces and not enough what-happens-next reassurance.
Top 5 fixes	Align public facts; add homepage offer/area clarity; build guided fit-check route; move proof beside CTAs; add FAQ/process reassurance.
Careful expected outcome	A clearer, fewer-doubt journey that should make it easier for buyers to verify fit and send better-quality enquiries. No ranking, lead or revenue guarantee is implied.

Five buyer doubts this report removes

Buyer doubt	Why it matters	Fix mechanism
Do they cover my area?	If the buyer cannot verify coverage quickly, they keep searching.	Owner-confirmed area block and postcode field.
Is my dog safe with them?	Dog care is a high-trust purchase, closer to family care than a commodity service.	Secure-care, licence/insurance, updates and process proof near CTAs.
Do they offer the service I need?	Walking, boarding and grooming should not blur into one vague pet-care promise.	Primary/secondary offer architecture.
What should I send first?	A blank enquiry box makes the owner do the work.	Guided fit-check form.
What happens after I enquire?	Unclear next steps create hesitation and back-and-forth.	How-it-works and FAQ reassurance.

3. What NOT to waste money on yet

This is the protective part of the report. The sample business should not spend more money driving attention to a public enquiry path that still contains mismatched facts, a generic form and proof that is not close enough to the point of action.

Budget-protection principle

Do not pay to make a leaky enquiry path louder. First align the public facts, make the homepage easier to understand, guide the enquiry route and move proof beside action.

Do not spend on yet	Why to pause it	What to fix first instead
Paid Google or Facebook Ads	You may pay to send traffic to a confusing or under-guided route.	Align facts and build the fit-check form first.
Paid directory upgrades	Paid placement does not solve phone, hours, service-area or proof-placement issues.	Correct the key listings before buying visibility.
Technical SEO retainer	The visible issue is buyer-confidence clarity, not a proven deep code problem.	Fix public consistency, homepage clarity and guided contact first.
Backlink packages	Risky, expensive and not aligned to the immediate enquiry leak.	Use real local proof, reviews and accurate profiles instead.
Full website redesign	The current site has warmth and trust assets; it does not need to be thrown away.	Retrofit the homepage, contact page, proof placement and FAQ.

When spending might make sense

Once the facts are clean, the fit-check route is live and enquiry quality is being tracked, paid activity can be judged properly. Until then, the safest commercial move is to fix the path before buying more traffic.

4. One-page “What to fix first” summary

What to Fix First

A low-cost priority ladder for turning trapped trust into better enquiries.

- 1 Align public facts**
Phone, hours, address/service area and licence wording should match before visibility is pushed.
 - 2 Add offer and area clarity**
Show who the business helps, where it helps and how to check fit within one scroll.
 - 3 Build the guided fit-check**
Replace the blank-canvas contact problem with structured service, area, dates and dog details.
 - 4 Move proof beside CTAs**
Put licence, secure-care, update and review proof exactly where buyers hesitate.
 - 5 Add reassurance FAQ**
Answer safety, introductions, boarding, updates and availability before the owner has to ask.
 - 6 Refresh reviews and photos**
Keep Google, website and social proof current, honest and privacy-safe.
 - 7 Track enquiries simply**
Record source, service, area, urgency, outcome and lost reason for 90 days.
- Fix-first principle** make the public record clean before spending money on more traffic.

Dashboard interpretation: fix public facts first, then clarify offer/area, guide the enquiry route, move proof beside action and track what changes.

Priority	Fix	Why this comes first	First action
1	Align Google/directory/website facts	In pet care, inconsistent public facts create doubt before the buyer has even assessed the service.	Pick one public name, number, hours policy, licence/insurance wording and service-area wording.
2	Add homepage service-area and offer clarity block	Buyers should see service, area and fit in seconds, not infer it from paragraphs.	Add a top-of-page block: secure-care services / confirmed areas / check availability.
3	Build guided fit-check enquiry route	A generic message box forces the buyer to compose the enquiry from scratch.	Create fields for postcode, service, dates/frequency, dog details, urgency and preferred contact method.
4	Move proof beside CTAs	The proof is strong, but it must appear where doubt happens.	Add proof strips beside homepage, service and contact CTAs.
5	Add FAQ / what-happens-next reassurance	Anxious buyers need to understand introduction, fit, updates and safety before asking.	Publish practical FAQs and a simple three-step how-it-works block.

4.1 Fix-first implementation checklist

This turns the priority ladder into a practical working checklist. The first sprint should stay tight: owner decisions first, website edits second, public profile alignment third, tracking from day one.

Workstream	Owner decision	Website change	Public profile change	Tracking note
Public facts	One public name, phone, hours policy, licence/insurance wording and area wording.	Update header, footer, contact page and licence references.	Update/claim Google, directories and social profiles where owner-controlled.	Record completion date and any surfaces still pending.
Offer clarity	Confirm primary services, secondary services and capacity.	Add hero line, proof strip, service cards and area block.	Mirror the confirmed service list in GBP services/categories where suitable.	Track whether enquiries state the right service earlier.
Guided enquiry	Confirm required fields and realistic response timing.	Replace generic message box with fit-check form and CTA.	Point GBP/social links towards the best fit-check route if possible.	Track vague enquiries and back-and-forth reduction.
Proof placement	Confirm licence/insurance, photo permissions and review-use permissions.	Move proof beside hero, service and contact CTAs.	Refresh GBP photos and ask for honest reviews.	Track which proof themes appear in enquiries.

Implementation rule

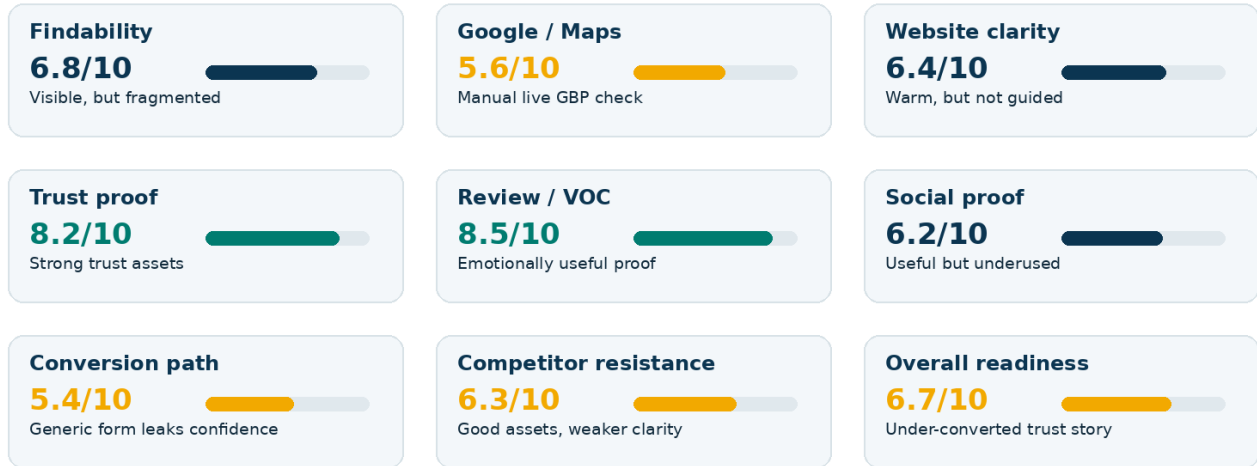
Do not make the website prettier before the facts are clean and the enquiry route is guided. Clarity beats decoration at this stage.

5. Local Enquiry Growth Dashboard

These scores are illustrative buyer-confidence scores out of 10. They are based on visible public evidence and commercial usefulness, not private analytics. Higher means clearer, easier and better supported for a cautious local buyer.

Local Enquiry Growth Dashboard

Illustrative buyer-confidence scores based on visible public evidence, not analytics.



Commercial read
 The sample business has premium physical trust trapped inside a leaky public enquiry path. The opportunity is to turn existing trust into clearer, better-quality enquiries.

Fix first
 Start with public consistency: align phone, hours, address/service-area wording and licence details. Then add a homepage offer/area block and a guided fit-check form.

Area	Score	Commercial read	What would lift it
Findability	6.8/10	The business is not invisible, but proof is spread across several surfaces and public facts are not fully aligned.	Standardise facts, refresh GBP fields, strengthen service-area wording and keep directories consistent.
Google / Maps confidence	5.6/10	Google may be the first verification point, so the public record needs to look exact and current.	Make GBP the master record; confirm categories, services, photos, reviews, Q&A and posts manually.
Website clarity	6.4/10	Trust exists, but offer hierarchy, area clarity and next steps are not scan-clear enough.	Add a top offer/area block, service-specific proof and check-fit CTA route.
Trust proof	8.2/10	The ingredients are strong and highly relevant to owner anxiety.	Move the best proof next to decision points and confirm licence/insurance wording.
Conversion path	5.4/10	Contact is possible but not guided. The buyer must decide what to say and what information matters.	Build a guided fit-check form and explain response expectations.

6. Google / Maps / Public Consistency Review

This section is deliberately practical rather than speculative. The issue is buyer-confidence accuracy: the public record should look clean, current and easy to verify before the business asks for the enquiry.

Priority 1: Public Consistency Snapshot

The public record should look clean, current and easy to verify before new visibility is pushed.

1

Phone number

Visible public read

Website shows one public number; directories show an older number.

Fix-first action: Choose one primary public number and update all controlled surfaces.

2

Opening hours

Visible public read

Website has day-specific hours; directories say open 24 hours.

Fix-first action: Confirm true opening/response policy and make surfaces match.

3

Address / service area

Visible public read

Location/address wording differs; service-area coverage is not scan-clear.

Fix-first action: Separate address/location wording from collection/service-area wording.

4

Licence wording

Visible public read

Licence references appear inconsistent or not clearly confirmed.

Fix-first action: Owner to confirm current licence before prominent publishing.

5

Google Business Profile

Visible public read

Live rating, review count, categories, Q&A and photos require manual check.

Fix-first action: Complete manual live check; do not invent Google metrics.

Google / Maps Confidence Verdict

The sample business has strong trust ingredients, but the Google/maps layer needs a manual live check and the surrounding public facts need alignment. Until phone, hours, address/service-area and licence/insurance wording are consistent, public consistency should remain Priority 1.

6.1 Public facts and GBP live-check worksheet

Field	What was visible	Buyer-confidence issue	Priority action
Business name	Website/directories use small spelling variants.	Variations are recognisable but untidy if repeated across public surfaces.	Choose one public presentation and use it everywhere.
Phone number	Website shows one public number; a directory shows another.	Two public numbers can create doubt and split response behaviour.	Confirm primary public number; update all controlled surfaces.
Opening hours	Website shows day-specific hours; a directory says Open 24 Hours.	Buyers may expect availability at the wrong time or doubt listing accuracy.	Choose actual hours policy and make all surfaces match.
Address / service area	Location wording is visible but exact service area is not clear.	Residential/field/collection address can confuse buyers unless service area is stated separately.	Confirm what should be public; publish clear service-area wording.
GBP category/services	Not fully capturable in this sample.	Wrong or vague categories can weaken buyer understanding.	Manual owner check: primary category, secondary categories and service list.
Review count/rating	Some review-style signals are visible; current live GBP count/rating is not verified.	Do not rely on unverified Google counts in a paid report.	Manual live check; then refresh review capture honestly.
Licence / insurance details	Legitimacy wording exists but exact public references require confirmation.	A mismatch affects trust in a high-care service.	Confirm current details and update all public surfaces.

Manual GBP check

GBP item	What to verify manually	Safe output action
Business name	Exact live display name and whether it matches website/directories.	Use one owner-approved public spelling everywhere.
Primary phone	Which number is live on GBP and whether it matches the website.	Use primary public enquiry number; document any backup/internal number.
Hours and holiday hours	Whether GBP says normal hours, 24 hours, temporarily closed or holiday hours.	Publish realistic opening/response hours. Avoid Open 24 Hours unless true.
Address / service area	Whether address is visible/hidden and which service areas are listed.	Separate public address/location wording from collection/service-area wording.
Reviews/photos/Q&A	Current rating/count, newest review recency, photo freshness and Q&A.	Only publish live-checked metrics; upload current proof and answer practical questions.

Evidence rule for Google

Do not publish a Google rating, review count, ranking position, category list or Q&A claim unless the owner or reviewer has completed a live check and captured supporting evidence.

7. Public Findability and Directory Footprint

Findability read

The trust proof is not absent. It is fragmented. The sample business appears across several public surfaces, but the buyer-confidence story is not centralised around one clean, consistent public record.

Public Findability and Directory Footprint

The goal is not “more places”; it is a cleaner, more consistent proof footprint.

<p>1 1. Website</p> <p>What was visible: Own-site services, proof, contact route and hours.</p> <p>Fix/action: Centralise the trust story.</p>	<p>2 2. Google Business Profile</p> <p>What was visible: Live fields require owner verification.</p> <p>Fix/action: Make GBP the master record.</p>	<p>3 3. Directory profile</p> <p>What was visible: Review-style signal and contact details.</p> <p>Fix/action: Align phone, hours and wording.</p>
<p>4 4. Review directory</p> <p>What was visible: Customer-language themes and listing data.</p> <p>Fix/action: Correct outdated public details.</p>	<p>5 5. Facebook / social</p> <p>What was visible: Visible activity and recommendation cues.</p> <p>Fix/action: Verify services, pinned post and reviews.</p>	<p>6 6. Instagram / proof feed</p> <p>What was visible: Current walk, field and photo proof.</p> <p>Fix/action: Use as proof engine, not vanity feed.</p>

Findability read

The trust proof is not absent. It is fragmented. The paid report centralises the proof story around one clean, consistent public record.

Commercial framing: Findability exists; clarity and consistency need tightening before more attention is bought.

Surface	What was visible	Buyer-confidence value	Consistency issue	Fix / action
Website	Services, proof, contact details and hours.	Best owned surface; strongest place to centralise the trust story.	Needs stronger offer hierarchy and fit-check route.	Add homepage clarity block and guided enquiry page.
Google Business Profile	Live fields require manual verification.	Likely crucial first verification surface.	Cannot safely report live rating/count/category without manual check.	Owner to verify and screenshot GBP fields before implementation.
Directory profile	Review-style proof and public contact details.	Useful third-party proof and VOC language.	Phone/hours may differ from website.	Claim/update if possible; align with website/GBP.
Social profile	Activity and recommendation cues.	Strong social proof if active and accurate.	Services/licence wording may need confirmation.	Verify bio, services, pinned post and review status.

8. Website Enquiry Clarity Review

The website does not need to become cold, corporate or overloaded. It needs a clarity retrofit. The current tone can stay warm; the job is to make service fit, area, proof and next steps obvious in a few seconds.

Website area	What the buyer sees	What creates friction	Recommended fix
Homepage hero	Local pet-care services, operating history and contact route.	Does not instantly answer which service, where, and how to check availability.	Add hero subline and a four-part offer/area/proof/CTA strip.
Service clarity	Walking, boarding and grooming-style services are described.	The hierarchy can blur primary and secondary services.	Separate primary offers from secondary services.
Secure-care positioning	Safety/secure-care language is present.	It is not visually dominant enough for a buyer scanning quickly.	Make secure care a hero-level proof asset.
Licensed/insured proof	Legitimacy wording is visible.	Public references require owner confirmation before prominence.	Confirm details and place verified wording near relevant CTA.
Area clarity	Local market/area terms are visible.	Exact collection/service area is not clear.	Add owner-confirmed areas/postcodes and coverage caveat.
Contact route	Phone, email and contact form visible.	Form asks for a generic message; no fit-check fields.	Replace with guided fit-check form.
Trust proof placement	Reviews and proof snippets appear.	Proof is not consistently beside CTAs.	Add proof strip near hero, services and contact.
FAQ/process reassurance	Terms/process information may exist lower down.	The buyer does not see enough before enquiring.	Add concise how-it-works and FAQ sections.

Website conclusion

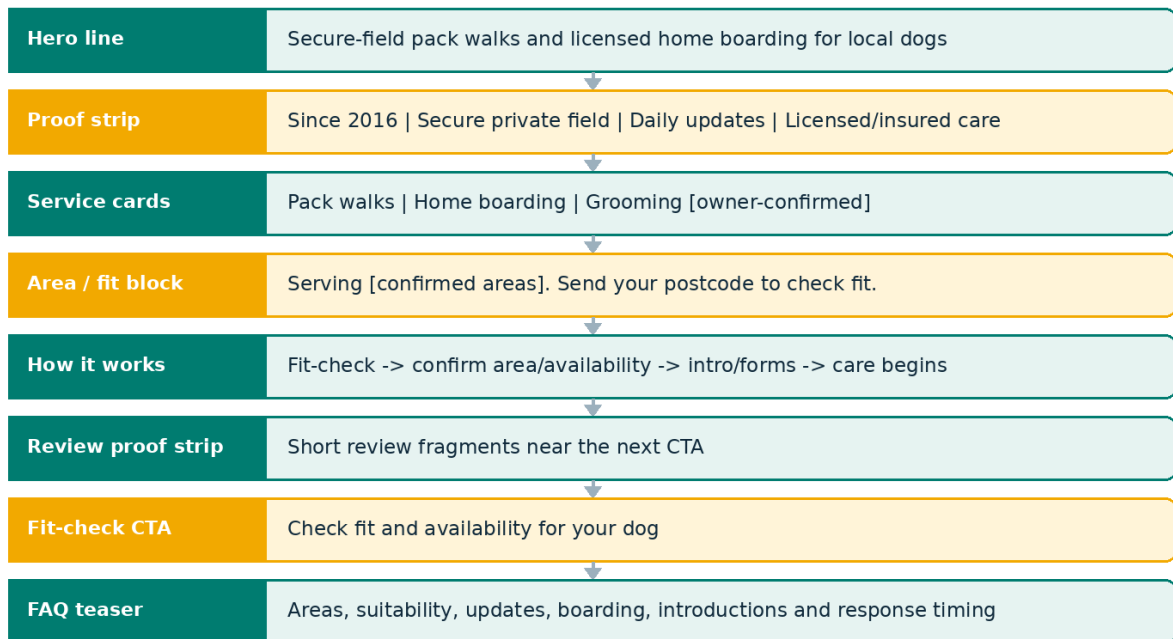
Do not rebuild the website first. Retrofit it for clarity, proof placement and guided enquiry. Keep the warmth; reduce the work.

8.1 Homepage retrofit blueprint

This is the practical homepage sequence. It keeps the business's personality but moves the strongest trust and action cues above the buyer's uncertainty line.

Homepage Retrofit Blueprint

Keep the warmth. Make service, area, proof and action obvious in one scroll.



Why this sequence works:
It turns warmth into clarity and helps the right people enquire with fewer doubts.

Homepage block	Purpose	Suggested content	Success test
Hero	Confirm the buyer is in the right place.	Secure-care walks and licensed/insured home-style boarding for dogs in [confirmed local area].	Can a buyer identify service and location in five seconds?
Proof strip	Reduce risk immediately.	Since 2016 Secure private field Daily updates Licensed/insured Happy, tired dogs.	Does proof appear before the first long paragraph?
Offer cards	Separate service options.	Pack walks; boarding; grooming [secondary/confirmed].	Can the buyer tell which service applies to them?
Area block	Stop area uncertainty.	Serving [owner-confirmed suburbs/postcodes]. Send your postcode to check fit.	Can the buyer self-identify as covered or ask quickly?
How it works	Lower next-step anxiety.	Send fit-check -> confirm area/availability -> introduction/forms -> care begins.	Does the buyer know what happens after contact?

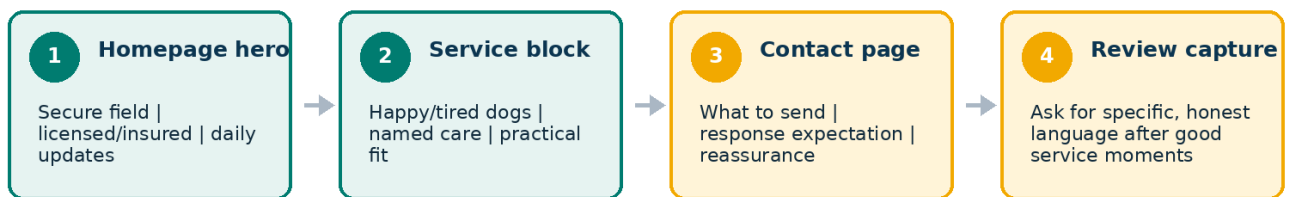
9. Review Footprint and Trust Proof Placement

The sample business's Voice of Customer is commercially useful because customers do not only say "great service". They describe the emotional outcome: calmer owners, happy dogs, regular updates, named trust and reliability. That language should become conversion material.

Theme	What customers are really saying	Commercial meaning	Where this should appear
Happy/tired dogs	Dogs come back settled, tired, happy and socially fulfilled.	Turns care into an observable outcome the buyer can picture.	Walking/pack-walk section; homepage proof strip.
Photo/video updates	Owners value seeing their dog during walks, day care or boarding.	Reduces separation anxiety and makes the service feel transparent.	Homepage, boarding page, contact reassurance, social posts.
Named-person trust	Named care makes the business feel human and accountable.	Differentiates from faceless platforms and corporate competitors.	About section, proof block, review snippets.
Secure care	Secure-care proof reassures owners about risk and unpredictability.	Gives the business a premium safety angle.	Hero, walking page, FAQ and Google photos.
Licensed/insured reassurance	Legitimacy proof reduces worry around safety and responsibility.	Can convert higher-trust buyers if details are current and clear.	Service sections, FAQ, contact page.
Reliability and communication	Reviews indicate dependable service, responsiveness and personal communication.	Repeat-use decisions depend on reliability more than flash.	CTA-adjacent proof, social rhythm, review prompts.

Proof Placement Map

Strong proof should sit where hesitation happens, not hidden deep in review pages.



Review handling note

Use short, safe review fragments where they help a buyer decide. Convert themes into repeated proof points: secure care, updates, happy dogs, named people and reliable communication.

10. Offer, Service Clarity and Competitor Layer

The offer architecture should make premium trust assets visible, not buried as paragraph details. This is not about adding more services. It is about packaging existing strengths so buyers understand value quickly.

Offer layer	Recommended public wording	Notes / owner confirmation
Primary offer 1	Secure-field pack walks for local dogs. Safe exercise, socialisation and regular photo/video updates.	Confirm exact collection areas and whether all pack walks use the secure private field.
Primary offer 2	Licensed/insured home-style boarding. Home-from-home stays with secure exercise and regular updates.	Confirm current licence/insurance wording and capacity before publishing.
Secondary offer	Dog grooming for existing and/or new clients.	Evidence may be lighter. Confirm availability, pricing, booking route and whether it is core.
Service-area wording	Serving [owner-confirmed suburbs/postcodes].	Do not publish guessed suburbs. Use confirmed coverage only.
Availability wording	Check fit and availability for your dog.	Avoid implying guaranteed availability.
Response wording	We'll confirm whether the service is a good fit and what happens next before anything is agreed.	Confirm realistic response timing before publishing.

Boarding capacity caveat

Only position home boarding as a hero-level offer if the business actively wants more boarding enquiries and has capacity to fulfil them. If boarding is usually full, keep secure-field walks as the main hero offer and position boarding as "available subject to fit and availability".

Competitor type	Clarity lesson	Where the sample business can win	Adapt / avoid
Competitor A - Secure Field Specialist	Secure-field/daycare positioning is direct and easy to grasp.	Match safety clarity while sounding warmer and more personal.	Adapt: make secure private field top-level. Avoid generic secure-field copy.
Competitor B - Process-Led Branch Provider	Area and process clarity calm cautious buyers.	Feel more local and personal while borrowing process clarity.	Adapt: area lists and how-it-works flow. Avoid franchise tone.
Competitor C - Boarding Specialist	Holiday-care buyers need specific reassurance.	Combine boarding reassurance with walking/secure-care proof.	Adapt: intro/fit FAQs. Avoid overpromising availability.
Competitor D - Social-Proof-Led Provider	Updates and photos can support enquiry confidence.	Use stronger emotional proof beside CTAs.	Adapt: testimonial-to-contact bridge. Avoid generic "5-star" claims.

11. Conversion Friction Audit

Conversion Friction Score: 5.4/10

The current contact route works, but it is under-guided. For a high-trust service, the form should not ask the buyer to invent the enquiry from scratch. It should ask for the information needed to confirm fit.

Conversion element	Current public read	Friction	Fix
Primary CTA	Contact options exist.	CTA can feel generic rather than fit-based.	Use "Check fit and availability for your dog".
Form fields	Name, email and message-style form.	Buyer must decide what to say.	Add service, postcode, dates/frequency and dog details.
Area check	Coverage wording is not specific enough.	Buyer may not know whether they are in range.	Add postcode field and confirmed area wording.
Dog suitability	No structured suitability prompts.	Important fit details may emerge late.	Ask behaviour, age, breed/size, neutering/health notes if relevant.
Next steps	Process not obvious before enquiry.	Buyer uncertainty creates hesitation.	Add three-step "what happens next".
Response expectation	Timing may be unclear.	Buyer does not know when/how they will hear back.	Publish realistic response window.

11.1 Guided Fit-Check Form

Field	Why it matters
Your name	Basic response detail.
Email and phone	Allows preferred response route.
Postcode / area	Confirms coverage quickly.
Service needed	Separates walking, boarding, grooming or other requests.
Dates / days / frequency	Clarifies urgency and capacity fit.
Dog name, age and breed/size	Supports practical suitability.
Any behaviour or health notes	Prevents poor-fit surprises.
Preferred contact method	Reduces missed replies.
Anything else we should know	Keeps human flexibility.
Consent/privacy note	Supports responsible handling of enquiry data.

Suggested contact-page reassurance copy

Tell us your postcode, service needed, preferred dates/days and a little about your dog. We'll confirm whether the service looks like a good fit and what happens next before anything is agreed.

12. The 30-Day Fix-First Plan

30-Day Fix-First Roadmap

A practical sequence: facts before visibility, clarity before creative polish.

<p>Week 1 Public facts</p> <p>Choose public name, number, hours, licence wording and service area.</p>	<p>Week 2 Offer + area clarity</p> <p>Add hero line, service cards, area block and proof strip.</p>	<p>Week 3 Guided fit-check</p> <p>Add fields for service, postcode, dates, dog details and urgency.</p>	<p>Week 4 Proof + tracking</p> <p>Move proof beside CTAs, start review capture and track enquiries.</p>
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Careful expected outcome
No ranking, lead or revenue guarantee. The realistic outcome is fewer buyer doubts and better-quality enquiry signals.

Week	Focus	Fixes included	Owner actions	Developer/DIY actions	Success signal
1	Public consistency	Name, number, hours, licence/insurance, area wording.	Confirm facts and collect screenshots.	Update website footer/header/contact and owner-controlled listings.	Fewer mismatched public facts.
2	Offer + area clarity	Hero line, service cards, area block, proof strip.	Confirm services, capacity and wording.	Publish homepage clarity retrofit.	Buyer can understand offer in one scroll.
3	Guided fit-check	Form fields, CTA wording, what-happens-next block.	Approve required fields and response timing.	Build form and contact-page reassurance.	Enquiries arrive with more useful details.
4	Proof + tracking	Review prompt, proof placement, social proof rhythm, tracking sheet.	Start review capture and log enquiries.	Move proof beside CTAs and add tracking sheet.	More enquiries mention service/area/fit clearly.

Sequence rule
Facts before visibility. Clarity before creative polish. Guided action before paid traffic.

13. Suggested Copy Blocks

Copy block	Draft wording
Homepage opening line	Secure-field pack walks, trusted dog care and licensed/insured home-style boarding for dogs in [confirmed local area].
Subline	Regular photo and video updates, safe exercise and a warm local approach from people owners already trust.
CTA	Check fit and availability for your dog - send your postcode, the service you need, preferred dates/days and a little about your dog.
Proof strip	Trusted locally since [year] Secure private field Licensed/insured care Regular photo/video updates Happy, tired dogs.
Boarding block	Heading away? We'll confirm fit first, explain the next step where suitable, keep you updated while you're away and help your dog feel settled.
FAQ intro	Not sure if we cover your area or whether your dog is the right fit? Send a quick enquiry and we'll confirm service fit, availability and next steps before any booking is agreed.
Review prompt	If you were happy with the care, updates, communication or how settled your dog came home, a short honest review would help other local owners choose confidently.
Contact-page reassurance	A fit-check is not a booking confirmation. It simply helps us confirm whether we can help safely and properly.
Social bio line	Local dog care with secure exercise, regular updates and a fit-first enquiry route.
Micro reassurance	We'll never promise availability before confirming fit, dates and service suitability.

14. Competitor-Proof FAQ Pack

FAQ	Suggested answer
Do you cover my area?	We cover [owner-confirmed areas]. Send your postcode and we'll confirm whether your address is a good fit.
How do I check availability?	Use the fit-check form with your postcode, service needed, dates/days and dog details. We'll confirm fit before anything is agreed.
Is my dog suitable for group walks?	We confirm suitability before booking. Please share behaviour, health, recall and social notes so we can check safely.
Will I receive updates?	Where suitable and permission-safe, regular photo/video updates help reassure owners that their dog is settled and enjoying care.
What happens after I enquire?	We review fit, area and availability, then explain the next step before a booking is confirmed.
Are you licensed/insured?	Use owner-confirmed licence/insurance wording here only after checking the current details.
Can you help short notice?	Sometimes, but availability is never guaranteed. Send your dates and we'll confirm if we can help.
Do you offer boarding?	Boarding is subject to fit, licence/capacity and availability. We confirm this before agreeing any booking.

15. Review Capture System

System step	Recommendation
When to ask	After a positive service moment, not as a cold generic request.
Where to point	Use the owner-approved Google review link where available.
What to ask for	Honest language around care, communication, updates, safety, reliability and how settled the dog was.
What not to do	Do not script fake reviews, pressure customers or ask for guaranteed 5-star ratings.
Where to reuse	Use short approved fragments beside CTAs, not huge testimonial walls.

Copy-paste review request

Hi [Name], so glad [Dog's Name] had a great time today. If you were happy with the care, updates or communication, a short honest Google review would really help other local dog owners choose confidently. A sentence or two is perfect - especially what reassured you most.

16. Social Proof Rhythm

Social proof principle

Social proof should answer buyer doubts, not chase vanity metrics. The useful question is: does this post make the business look safe, active, local, transparent and trustworthy?

Rhythm	What to post	Buyer doubt answered
2-3x weekly	Recent walk/care photo or short video, privacy-safe and permission-aware.	Are the dogs active, safe and happy?
Weekly	Owner reassurance theme: updates, secure care, happy dogs, home-from-home feel.	Will I know my dog is okay?
After good service moments	Ask for honest Google/Facebook-style review using the prompt.	Do other owners trust them now?
Monthly	How-it-works or FAQ post: area, fit-check, boarding intro, updates.	What happens if I enquire?
Quarterly	Refresh best proof on homepage/contact page.	Is the website evidence current?

17. Developer / DIY Handoff

DIY checklist	Done?
Confirm owner-approved public facts.	
Update website header/footer/contact details.	
Add homepage offer/area/proof/CTA block.	
Replace generic contact form with guided fit-check fields.	
Add how-it-works and FAQ sections.	
Move proof beside CTAs.	
Refresh Google/profile photos and reviews after manual check.	
Start simple enquiry tracking sheet.	

18. Simple Enquiry Tracking Sheet

Column	Why it matters
Date	Tracks before/after impact.
Source	Shows whether Google, website, social or referral is driving enquiries.
Service	Reveals demand split across walking, boarding, grooming or other.
Postcode / area	Shows coverage fit and area clarity.
Urgency	Helps capacity and response planning.
Outcome	Tracks booked, unsuitable, no reply or follow-up needed.
Reason lost	Identifies friction that can be fixed.

Final EnquiryPath position

The sample business does not need to look like a bigger, colder competitor. It needs to make its real trust easier to verify and act on. Clean the public record, make the offer and area obvious, guide the enquiry, move proof beside action, and track what changes.