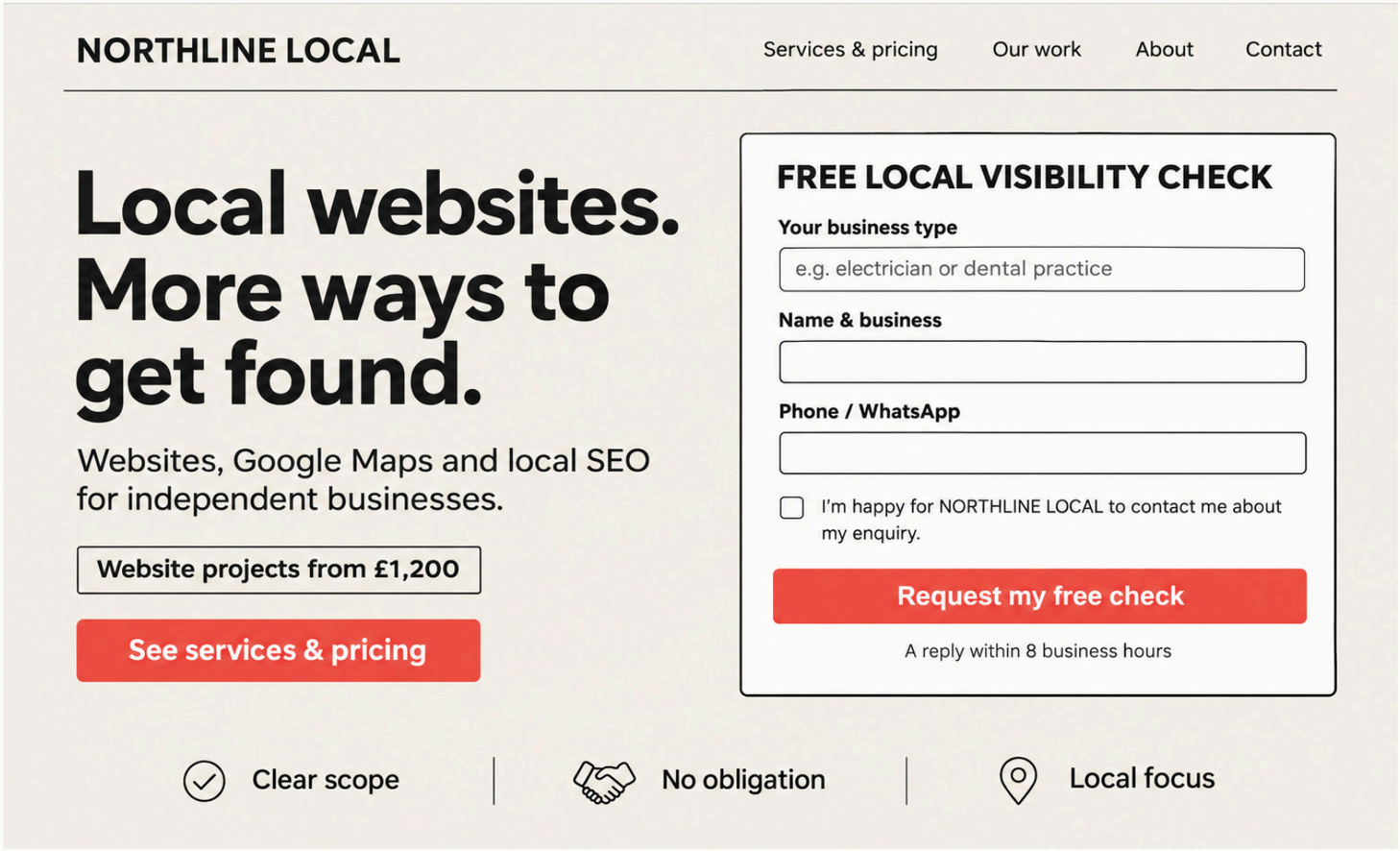
SAMPLE REPORT / TWO SCENARIOS

Easy to understand. Harder to trust.

A local marketing service journey: from first impression to asking for help.



The question behind the visit

“Can this team help my business, and what gives me enough confidence to contact them?”

The offer was clear. The doubt appeared later: proof was hard to investigate, and a general estimate looked more personal than it was.

01 / Understand the offer

Hero → portfolio → project click → service detail

02 / Request a consultation

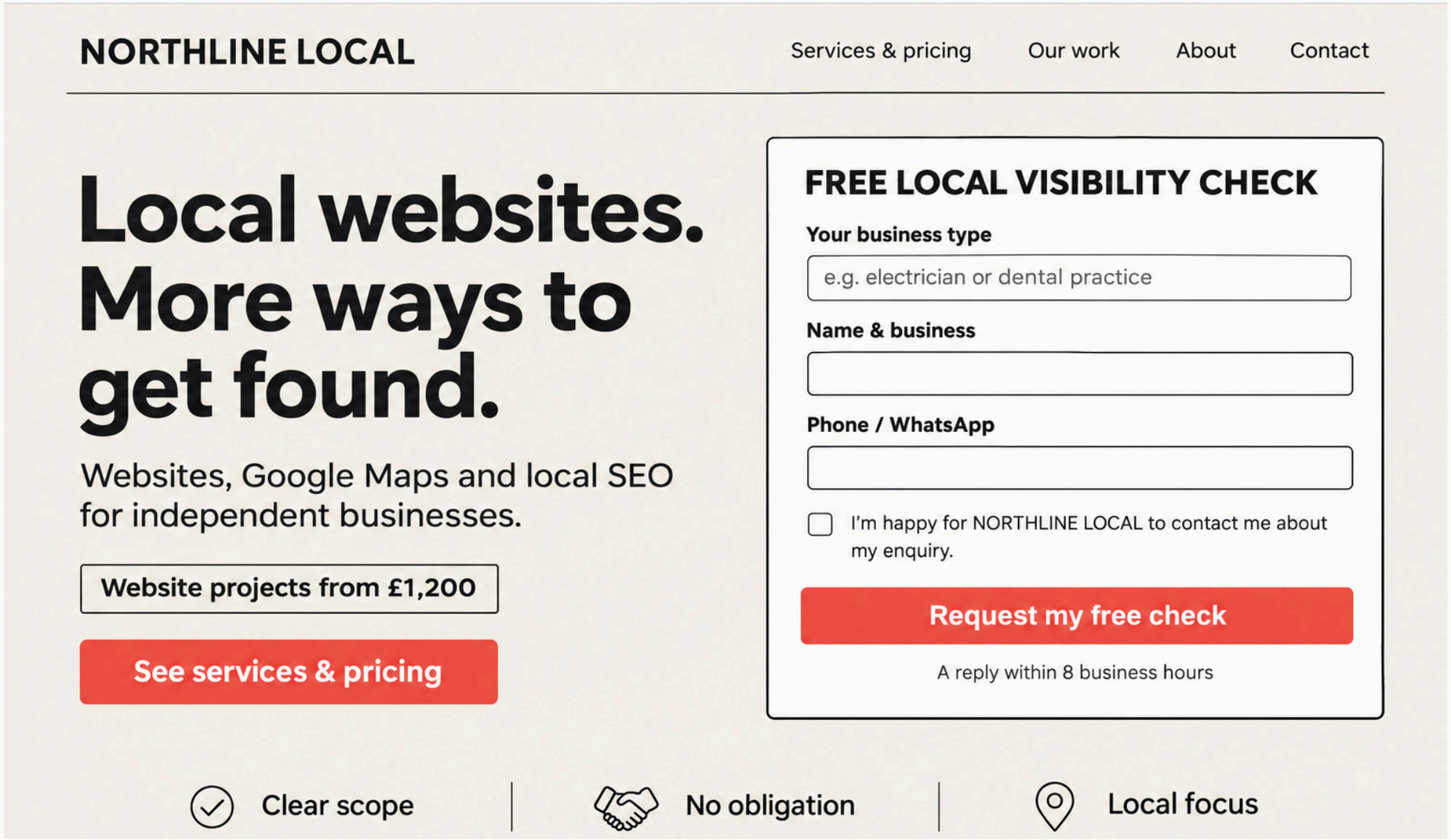
Business input → estimate → test submission → WhatsApp

Scope: one qualitative journey. This sample shows observations, their limits, and proposed changes. It does not claim a measured conversion uplift.

01 / FIRST IMPRESSION

The visitor understood the service quickly.

Keep the clarity. The next task is to make the value believable.



WHAT THE VISITOR LEARNED

Website creation, Google Maps and local SEO for local businesses. A visible starting price and a free-check form gave the offer useful boundaries.

THE NEXT QUESTION

“I know what you do. How good are you, and what will my business gain?” Wanting evidence at this point is normal consideration, not confusion.

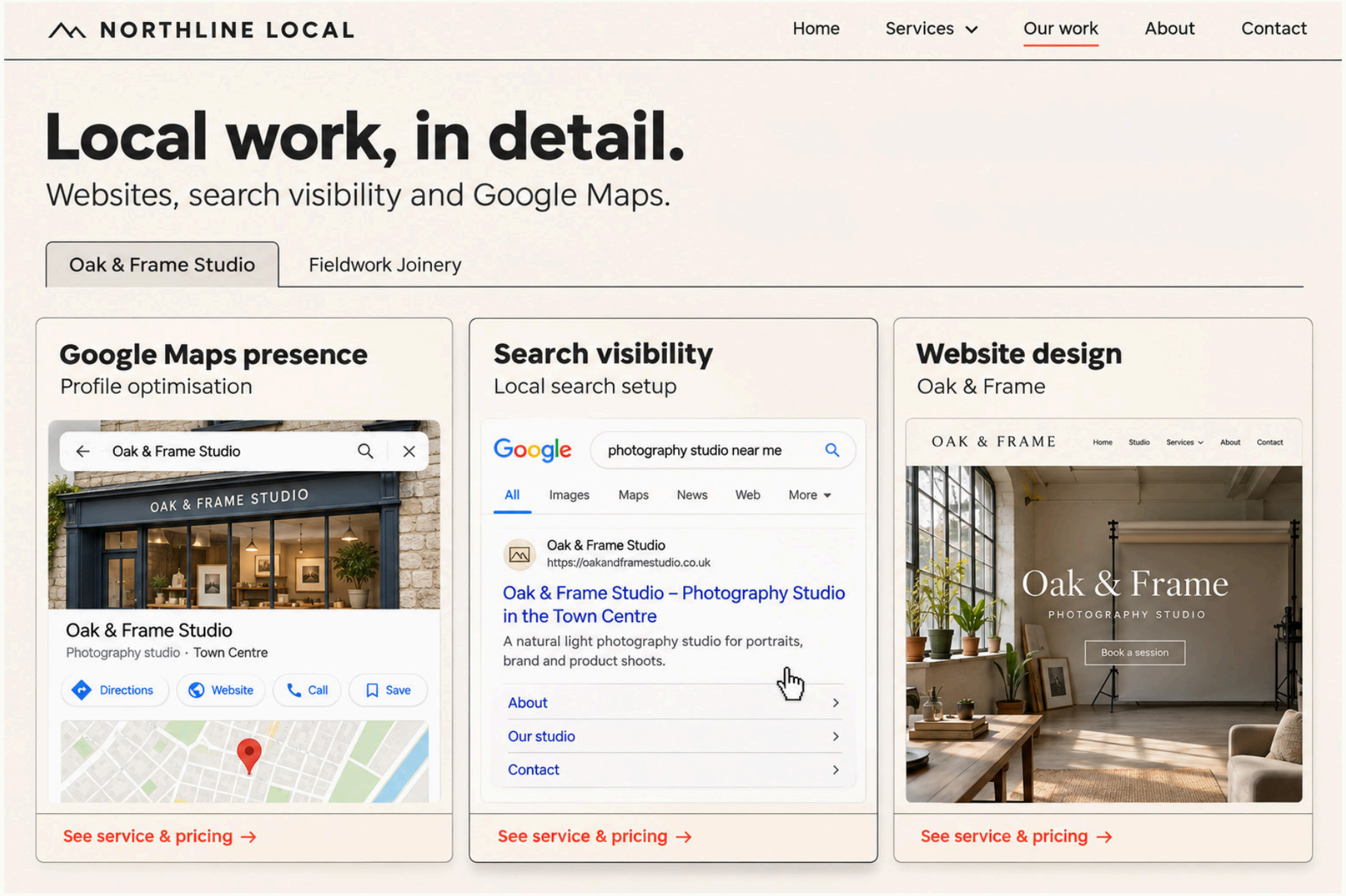
WHAT I WOULD KEEP

Do not replace this with an abstract slogan. Retain the concrete services and price anchor; place an explorable project beside the promise.

02 / LOOKING FOR PROOF

Projects helped. The business payoff did not follow.

The visitor moved from “they say they can do it” to “they have done real work.”



OBSERVED IN THE JOURNEY

Named projects and search/technical evidence were present. They made the provider more credible, but did not readily answer the question about inquiries or customers.

WHY THAT LEAVES A GAP

A business owner is buying a result, not a technical score. Rankings and performance can support the story, but are not proof of attributable sales.

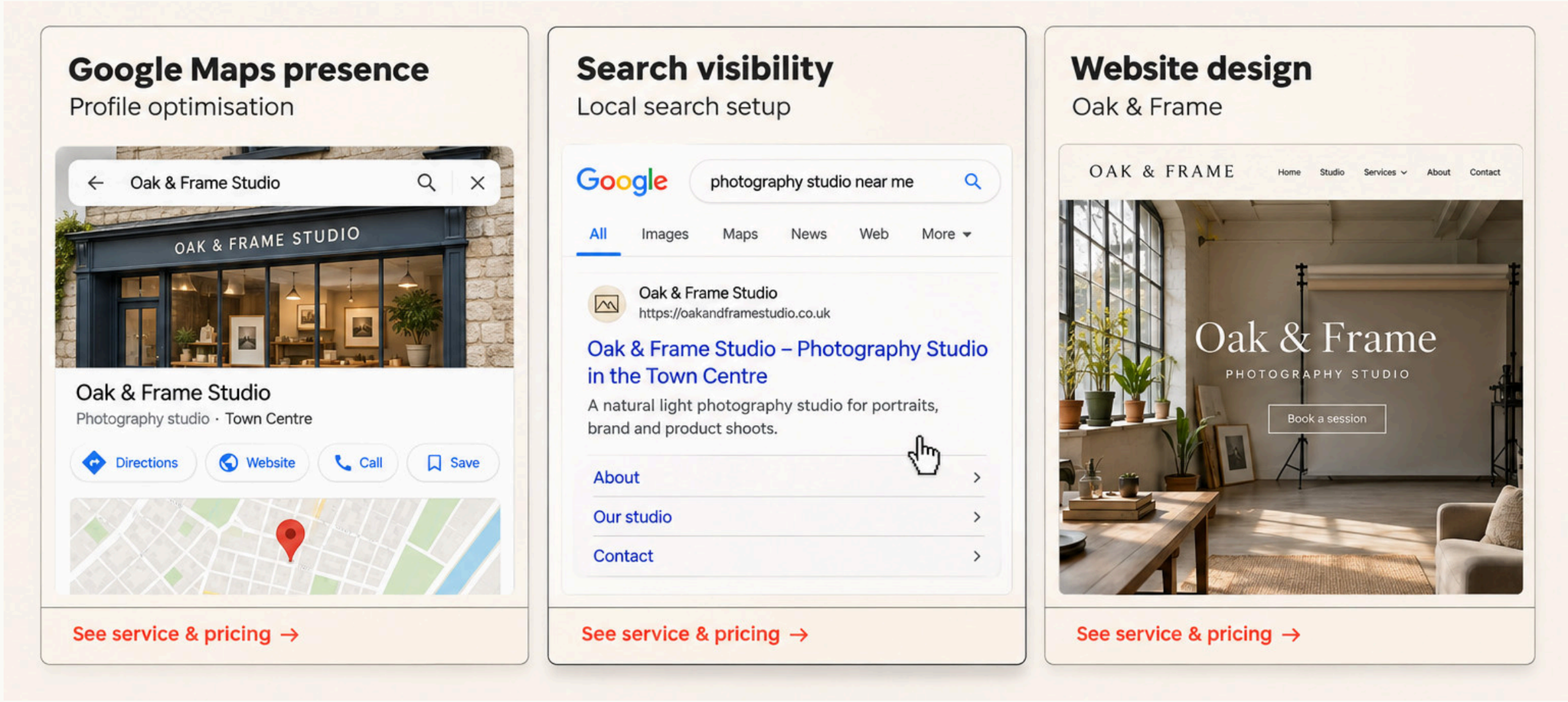
BETTER EVIDENCE ORDER

Show the live work, what changed, then only the business results actually measured. Keep technical metrics underneath, without inventing outcomes.

03 / TRYING TO INVESTIGATE

The card invited a click. The click did not help.

A small interaction mismatch happened at exactly the moment the visitor wanted more proof.



EXPECTED

The case-study card moved on hover. The visitor clicked the card expecting a project page or more detailed evidence.

ACTUAL

The card itself was not the route. A smaller service/pricing text link was actionable. The visitor had to work out which part could be clicked.

PROPOSED CHANGE

Make the project card open project details, or remove the full-card hover cue. Keep “See service & pricing” as a separate, clearly named action.

Severity: low in isolation, more relevant in context. This was not a broken checkout; it interrupted an evidence-seeking step.

04 / READING THE SERVICE DETAIL

More information did not settle the decision.

The issue was persuasion, not getting lost.



What happened

On the local SEO page, the visitor could eventually understand the scope. They were motivated enough to keep reading, but the volume of explanation outweighed the strength of the hook.

What was still missing

For website creation, the visitor wanted to open a working client site, see a meaningful before/after, and understand any measured business result. That evidence was not readily discovered in this journey. This does not prove it did not exist elsewhere.

What I would change

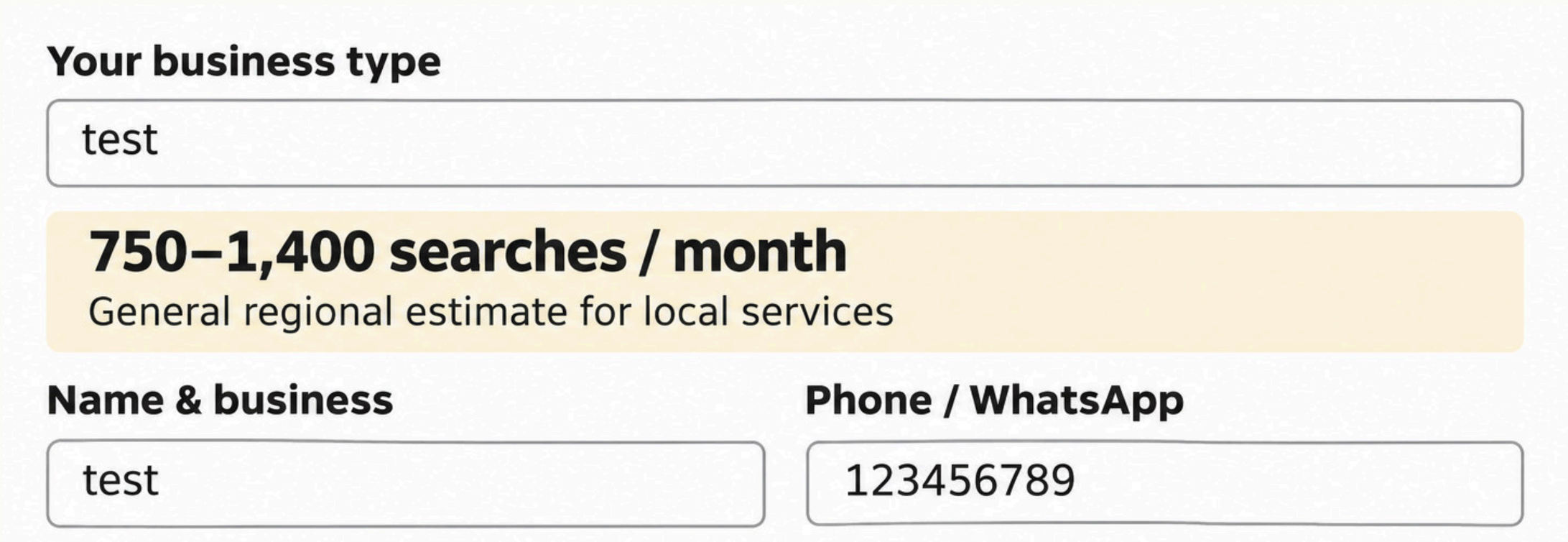
Put one concrete project before the long explanation: the business problem, the actual site, the work delivered and the result where measured. Let the detailed service copy answer follow-up questions rather than do all the persuading.

Do not invent a before/after metric. A clear account of the work is stronger than an unsupported outcome.

05 / ENTERING A BUSINESS TYPE

A general estimate looked like a personal answer.

The label existed. The problem was the relationship between the field and the number.



OBSERVED

Typing “test” showed approximately 750–1,400 searches per month. It was labeled as a general local-services regional estimate. Other inputs returning the same range were reported by the tester.

INTERPRETATION

The number sits immediately beside the entry flow, so it can feel calculated from the business type. A generic label does not completely undo that interaction cue.

PRECISE FIX

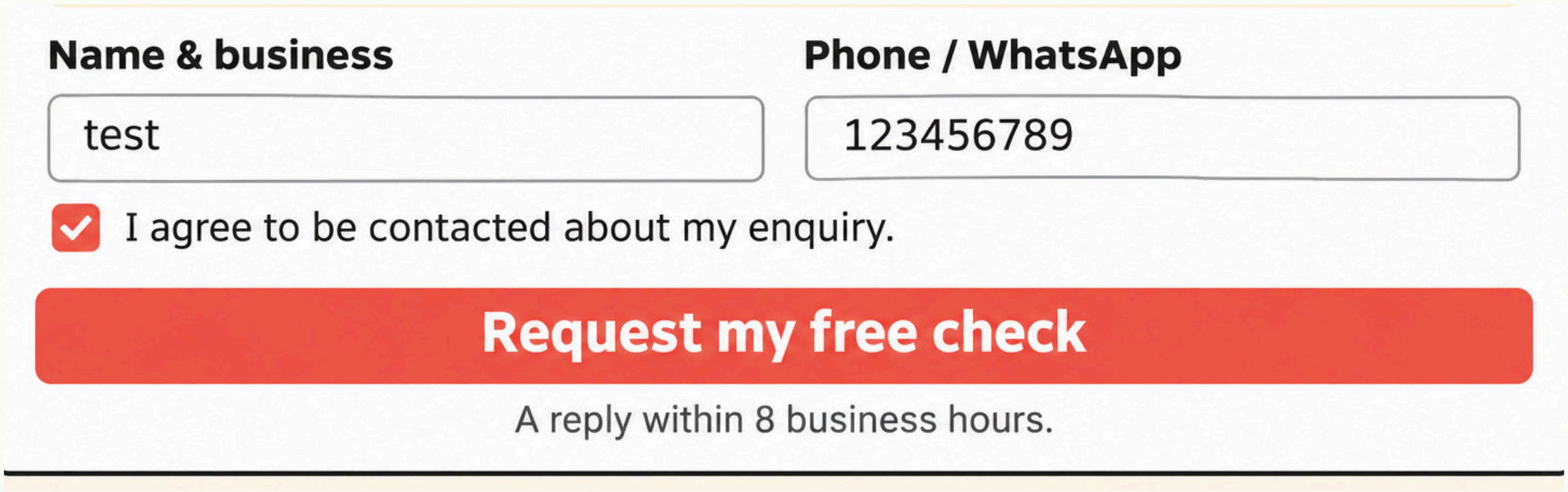
Move the estimate before the input and say: “General local-services range; not calculated from your entry.” Alternatively, show a category estimate only when reliable category data exists.

Evidence limit: only the “test” state was captured. This is not proof of fabricated personalized data, and the search range was not independently verified.

06 / SUBMITTING THE TEST INQUIRY

The interface completed. Delivery was not verified.

A submitted form and a successfully received lead are different claims.



TEST ACTION

The tester entered “test” and phone number “123456789”, then submitted. The reported UI confirmation promised a WhatsApp reply within eight business hours.

WHAT WE CAN CONCLUDE

The front-end flow reached confirmation without a visible format warning in this test. No confirmation screenshot was captured; server receipt, delivery and follow-up were not verified.

PROPORTIONATE CHANGE

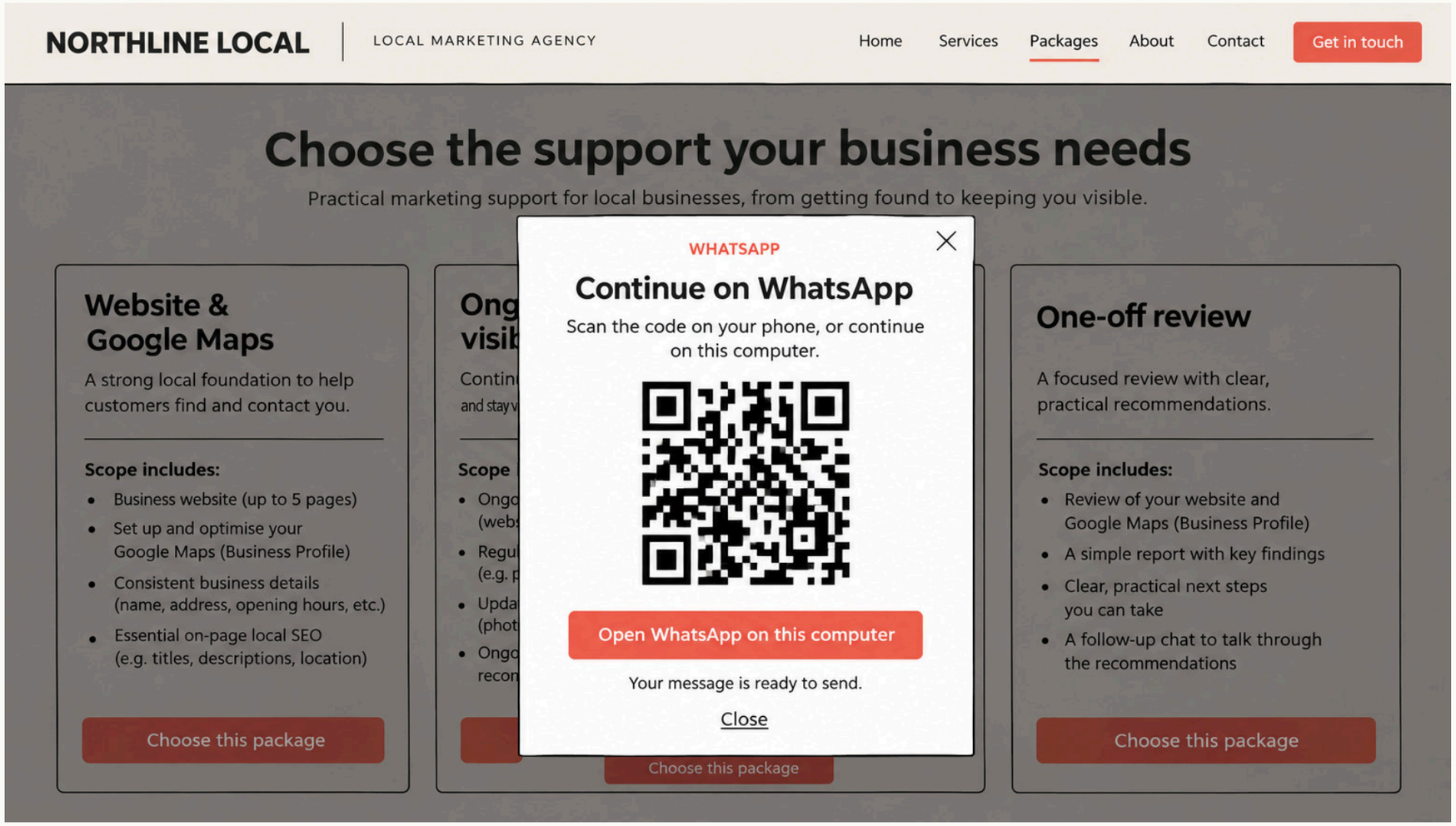
Show country-code guidance, apply country-aware format checks, and preserve the visitor’s input on error. Format validation improves lead quality but does not prove ownership.

Retest: invalid format → helpful inline error; valid format → clear confirmation; separately check receipt and message delivery.

07 / CHOOSING A CONTACT ROUTE

WhatsApp was a shortcut, not a substitute for details.

Preserve what works for a ready buyer. Give a comparing visitor another route.



WHAT WORKED

Selecting a package opened a WhatsApp handoff with a prefilled inquiry. A QR route and desktop option made contacting the provider straightforward.

WHERE INTENT DIVERGED

A visitor ready to talk benefits from this. A visitor still comparing scope and real work may not want to start a conversation just to learn more.

TWO CLEAR ACTIONS

Use “See details & examples” alongside “Ask on WhatsApp”. Keep the prefilled message. Do not make the comparison action silently become an inquiry.

PRIORITIES / WHAT TO CHANGE FIRST

Fix the trust gaps. Keep the easy path.

A focused change list, not a recommendation to redesign everything.

01 Clarify the estimate

Separate regional context from user input. Preserve the existing general-estimate meaning, but make the boundary unmissable.

Check: visitors can explain whether the number relates to their entry.

02 Make one project genuinely explorable

Use a direct project/live-site route; show scope and verified evidence before the long service explanation. Align card behavior with its appearance.

Check: a first-time visitor can find real work without assistance.

03 Improve input quality and confirmation

Add country-aware number guidance and a correction path. Verify lead receipt separately from the visual success state.

Check: format errors are recoverable; received test lead is confirmed.

04 Support two buying stages

Keep the strong WhatsApp route and add a separate package-detail path for people who are not ready to talk.

Check: “learn more” and “contact” behave as labeled.

What this review does not establish

No conversion analytics, ranking verification, revenue attribution or representative user study. Proposed changes are hypotheses to test, not promised uplifts.