Find the leak before you spend

A 30-minute review for UK teams choosing what to fix first in search, paid media and conversion.

01

Pick one commercial outcome

Choose the sale, booked consultation or qualified enquiry that matters. Write down which products or services you want more of and the places you can actually serve.

02

Follow the highest-intent search

Open a recent search term or ad. Check the landing page on mobile. Can a buyer see who you help, what is included and the next step without hunting?

03

Submit a test enquiry

Trace a labelled test through the form, confirmation and CRM. Check that a colleague receives it and can identify its source. Keep test records out of reports.

04

Separate volume from quality

Count all enquiries and qualified enquiries separately. For ecommerce, compare orders and returns by product group alongside spend and contribution margin.

05

Choose one test and one review date

Write a plain-language hypothesis. Example: adding delivery information to a collection page will reduce checkout abandonment. Record the baseline before changing the page.

Bring these three things to your next planning call

One priority offer, one example of a valuable enquiry or order, and the last 28 days of spend and outcomes.

Plan a 90-day test

Use the same date range and outcome definition each time you compare performance.

Priority offer and buyer

Qualified enquiry or order definition

Page or campaign to test, and why

Baseline dates and current result

Change owner, review date and decision rule

Estimate an acquisition ceiling

Illustrative figures. If one new sale contributes GBP 1,200, 20% of qualified enquiries close, and 25% of that contribution can fund acquisition, the planning ceiling is GBP 60 per qualified enquiry.

Include sales and marketing costs in the budget. Recalculate with your own margins and close rate.

Days 1-30 Verify tracking and fix the most obvious buyer friction.

Days 31-60 Run one focused landing-page or campaign test.

Days 61-90 Compare qualified outcomes. Keep, revise or stop the test.