

Your Lead Kit

A 25-Point Audit to Find Where Your Business is Leaking Leads

The Small Business Lead Generation Checklist

HOW TO USE THIS CHECKLIST

Work through all 25 points. Tick the box for each one currently in place. Score yourself per section.

Total your score at the bottom. Your lowest-scoring sections are your highest-priority actions.

01

Visibility

02

Capture

03

Response

04

Follow-Up

05

Retention

06

Measure

How to Use This Checklist

Step 1: Work through all 25 points.

Step 2: Tick the box for each one currently in place.
Score yourself per section.

Step 3: Total your score at the bottom.
Your lowest-scoring sections are your highest-priority actions.

Scoring Key

0-39	Foundation Stage Significant gaps. Start with Response speed (Section 3) – it has the fastest return.
40-59	Building Stage Some systems in place. Focus on the two lowest-scoring sections first.
60-79	Growing Stage Good foundation. Pick your two weakest areas and build a 30-day improvement plan.
80-89	Strong Stage Solid. Double down on Section 6 (Measurement) to compound what's working.
90-100	Optimised Excellent. Focus on testing, optimising, and scaling your strongest channels.

Lead Generation Audit

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SECTION 1 — VISIBILITY

Can the right people find you? | Max: 15 points

#	AUDIT POINT	DONE?	MAX PTS	YOUR SCORE
1	Your Google Business Profile is fully completed, verified, and has at least 5 photos	<input type="checkbox"/>	3	
2	You have 10 or more Google reviews with a rating of 4.0 stars or above	<input type="checkbox"/>	3	
3	Your website appears in Google results for your core service and town	<input type="checkbox"/>	3	
4	Your social media profiles are active with posts at least twice per week	<input type="checkbox"/>	3	
5	Your business is listed in the key online directories for your sector	<input type="checkbox"/>	3	

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SECTION 2 — CAPTURE

Can people easily get in touch? | Max: 15 points

#	AUDIT POINT	DONE?	MAX PTS	YOUR SCORE
6	Every page has a clear, prominent call to action visible without scrolling	<input type="checkbox"/>	3	
7	Your contact form works correctly and sends to a monitored inbox	<input type="checkbox"/>	3	
8	You have a web chat or AI chat widget active on your website	<input type="checkbox"/>	3	
9	Your website loads in under 3 seconds on a mobile phone	<input type="checkbox"/>	3	
10	You have a dedicated landing page for your most important service or offer	<input type="checkbox"/>	3	

Section 1 Score _____/15
Priority? Yes No

Section 2 Score _____/15
Priority? Yes No

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SECTION 3 — RESPONSE

What happens when an enquiry arrives? | Max: 15 points

#	AUDIT POINT	DONE?	MAX PTS	YOUR SCORE
11	Every new enquiry gets a response within 5 minutes, including evenings and weekends	<input type="checkbox"/>	5	
12	Your initial response includes a clear next step for the prospect	<input type="checkbox"/>	5	
13	All enquiries from every channel feed into one central system	<input type="checkbox"/>	5	

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SECTION 4 — FOLLOW-UP

What happens after first contact? | Max: 15 points

#	AUDIT POINT	DONE?	MAX PTS	YOUR SCORE
14	You have an automated follow-up sequence that runs on every new enquiry	<input type="checkbox"/>	5	
15	You have a specific process for re-engaging leads who went quiet	<input type="checkbox"/>	5	
16	Your pipeline is visible in real time so you always know each lead's status	<input type="checkbox"/>	5	

Section 3 Score _____/15
Priority? Yes No

Section 4 Score _____/15
Priority? Yes No

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SECTION 5 — RETENTION & REPUTATION

Are you keeping customers and building social proof? | Max: 20 points

#	AUDIT POINT	DONE?	MAX PTS	YOUR SCORE
17	You systematically request a Google review from every customer after every job	<input type="checkbox"/>	5	
18	You actively market to your existing customer base via regular email or SMS	<input type="checkbox"/>	5	
19	You have a structured referral process that makes recommending you easy	<input type="checkbox"/>	5	
20	You produce regular content such as blogs, posts, or videos that builds visibility	<input type="checkbox"/>	5	

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SECTION 6 — MEASUREMENT

Do you know what's working? | Max: 20 points

#	AUDIT POINT	DONE?	MAX PTS	YOUR SCORE
21	You know which marketing channel generated the most enquiries last month	<input type="checkbox"/>	4	
22	You know your current lead-to-customer conversion rate as a percentage	<input type="checkbox"/>	4	
23	You know your average response time to a new enquiry	<input type="checkbox"/>	4	
24	You know how many new Google reviews you received in the last 30 days	<input type="checkbox"/>	4	
25	You know the total forecasted value of your current active pipeline	<input type="checkbox"/>	4	

Section 5 Score _____/20
Priority? Yes No

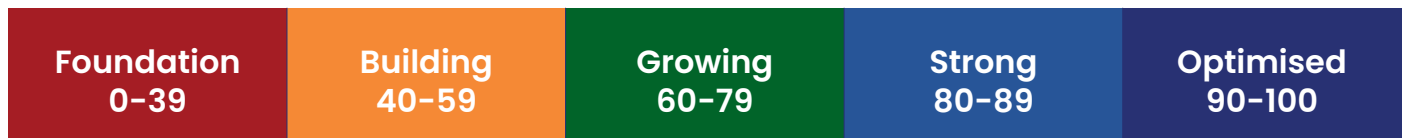
Section 6 Score _____/20
Priority? Yes No

Your Score Summary

Add up your section scores below, then find your stage on the scale

SECTION	AREA	MAX	YOUR SCORE
Section 1	Visibility	15	_____
Section 2	Capture	15	_____
Section 3	Response	15	_____
Section 4	Follow-Up	15	_____
Section 5	Retention & Reputation	20	_____
Section 6	Measurement	20	_____
TOTAL SCORE		/100	_____

Where Do You Stand?



Mark your score on the scale above to see your stage

Your Three Priority Actions

Based on your lowest-scoring sections, record your top three improvement actions below.

Priority 1 – MY BIGGEST GAP

Section and reason...

The specific action I will take in the next 30 days:

My action...

Priority 2 – SECOND BIGGEST GAP

Section and reason...

The specific action I will take in the next 30 days:

My action...

Priority 3 – THIRD BIGGEST GAP

Section and reason...

The specific action I will take in the next 30 days:

My action...

You've completed the audit. Now close the gaps.

Ready to build your growth system?

Every day without a system is a lead that found someone else instead.

DO IT YOURSELF

Your Lead Kit

Full platform – one system

- CRM & pipeline management
- Automation workflows
- Reputation management
- From £34.99/month

yourleadkit.co.uk

DONE FOR YOU

Specialist Support

Experts build & run it for you

- Full platform setup & management
- Multi-channel marketing campaigns
- Outsourced marketing dept.
- South Hampshire specialists

yourleadkit.co.uk/doneforyou

Or book a free 30-minute strategy call

We'll review your audit score and build your 90-day growth plan together.

"Within a month we were set up, confident, and in control."

— Toca Salon Group

Your Lead Kit

MARKET SMARTER. GROW FASTER.