

# LeakWatch Local

## Sample Weekly Lead Leak Report

Client: North Park Aesthetics | Location: Plano, TX | Report Week: Sample Only  
Prepared by: LeakWatch Local / BK Block Solutions

**Important:** This is a fabricated sample report for approval and sales demonstration only. It does not describe a real client, real audit, or actual observed business issue.

### Executive Snapshot

**Overall funnel status:** Needs attention

**Highest priority issue:** Google Business Profile appointment link appears broken in this sample scenario.

- 8 public lead paths reviewed
- 2 critical/high issues found
- 2 medium issues found
- 4 paths passed
- 3 vendor-ready fix notes prepared

### Funnel Health

Lead Path	Status	Severity	Notes
Mobile homepage booking button	Warning	Medium	Booking button appears below the first mobile screen.
Desktop homepage booking button	Pass	None	Primary booking path visible.
Main booking link	Pass	None	Booking page loads successfully.
Contact page	Pass	None	Contact form and phone number visible.
Phone tap-to-call	Pass	None	Mobile phone link opens the dialer.
Google profile website link	Pass	None	Website link opens homepage.
Google profile appointment link	Fail	Critical	Appointment link opens a 404 page in this sample.
Primary service page CTA	Warning	Medium	Consultation CTA appears after several sections.

### Critical And High Issues

#### 1. Google Business Profile Appointment Link Fails

**Severity:** Critical

**Sample evidence:** Google Business Profile appointment link opens a missing page / 404 page. Timestamp and screenshot would be included in a live report.

**Why it matters:** A patient ready to book from Google may hit a dead end. This can waste paid/local search traffic and make the practice look unavailable.

**Recommended action:** Update the Google Business Profile appointment URL to the active booking page and retest from mobile and desktop.

**Vendor-ready note:** GBP owner or website vendor: replace the current appointment URL with the live booking URL and confirm the link works from the public Google profile.

#### 2. Mobile Booking Button Is Not Visible Early Enough

**Severity:** High / Medium depending on traffic volume

**Sample evidence:** The first visible mobile screen shows brand content and navigation, but the booking action appears after scrolling.

**Why it matters:** Mobile visitors often decide quickly whether to call, book, or leave. If the booking action is not obvious, the site can leak ready-to-book visitors.

**Recommended action:** Add or move a Book Appointment button into the first mobile screen. Keep a sticky phone or booking action visible on mobile if it fits the site design.

**Vendor-ready note:** Website vendor: place a primary booking CTA above the fold on mobile and test at common phone widths.

## Medium Issues

### 3. Service Page Consultation CTA Is Too Low

Add a consultation CTA near the top of the service page and repeat it near pricing/results sections.

### 4. Booking Link Uses A Third-Party Scheduler With No Fallback Contact Path

Add a fallback phone number or contact link near the embedded booking tool so visitors are not stranded if the scheduler fails.

## Passed Checks

- Desktop homepage booking path loaded correctly.
- Main booking page loaded correctly.
- Contact page displayed phone and form.
- Mobile tap-to-call opened the phone dialer.
- Google Business Profile website link opened the site.

## Retest Queue

Item	Owner	Retest Trigger	Status
GBP appointment link	Client / GBP manager	URL updated	Open
Mobile homepage CTA	Website vendor	Button moved or added	Open
Service page CTA	Website vendor	CTA added above fold or near first offer section	Open
Scheduler fallback path	Website vendor	Phone/contact fallback added near scheduler	Open

## Recommended Next Actions

- Fix the Google Business Profile appointment URL first.
- Move or add a mobile Book Appointment action near the first visible screen.
- Add a backup contact path near the scheduler.
- Retest all fixed paths within 24 hours of vendor update.

## What LeakWatch Local Will Check Next Week

- Confirm whether the Google appointment link was fixed.
- Recheck mobile booking visibility.
- Recheck phone tap-to-call.
- Recheck booking page load.
- Review any new landing pages or promotions the client wants monitored.

## **Scope Notes**

LeakWatch Local checks public customer lead paths only unless the client separately authorizes deeper access.

This report does not include SEO audit, ad campaign management, website redesign, CRM access, private analytics review, fake bookings, deceptive secret shopping, or revenue guarantees.