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MARKETING RESOURCE

Lead Generation Diagnostic

A stage-by-stage way to find where leads are actually being lost.

Lead volume problems are rarely a traffic problem. Score each stage from 1 to 5, and your lowest score is where the money is. Work top to bottom — fixing the bottom of the funnel first is almost always cheaper.

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Stage 1: Traffic quality

- Do you know which channels produce customers, not just clicks?
- Is spend concentrated on high-intent terms and audiences?
- Are unqualified audiences actively excluded?
- Score: ____ / 5

Stage 2: Landing experience

- Does the page answer: what is it, who is it for, what next?
- Is proof specific (numbers, names, outcomes) rather than generic?
- Does mobile load in under 2.5 seconds?
- Score: ____ / 5

Stage 3: Conversion mechanics

- Is the form the shortest it can be while still qualifying?
- Is there a low-commitment option alongside the hard CTA?
- Are calls tracked and attributed correctly?
- Score: ____ / 5

Stage 4: Speed to lead

- Median time from enquiry to first human contact: _____
- Is there instant automated acknowledgement setting expectations?
- Are missed enquiries chased more than once?
- Score: ____ / 5

Stage 5: Sales conversion & feedback

- Does sales mark lead quality back against source?
- Is there a documented follow-up sequence for no-decision leads?
- Are lost reasons captured and reviewed monthly?
- Score: ____ / 5

How to read your scores

- Any stage at 1 — 2: fix before increasing budget anywhere
- All stages at 3: optimisation will beat new channels
- All stages at 4 — 5: you are ready to scale spend confidently