

# THE 32-POINT PLUMBING WEBSITE LEAK CHECKLIST (PREVIEW)

Find the exact reasons your website isn't generating emergency calls

When someone lands on a plumbing website, they are usually not browsing for fun.

They are on a phone.  
They have a problem.  
And they want help fast.

If your website makes them think, search, scroll, or hesitate, many of them leave.

This checklist helps you spot the most common leaks that cost plumbing businesses real calls, WhatsApp enquiries, and booked jobs.

Use it to review your website honestly.

If you miss several of these checks, your website may be underperforming even if it "looks fine."

Based on real audits of South African plumbing websites.

## Section 1: First Impression

Does your website make the right first impression in seconds?

- [ ] 1. Does your logo link back to the homepage?  
Visitors expect this. If it is missing, the site feels less polished and harder to use.

## Want to see exactly where your website is losing calls?

We'll record a short 3-minute video showing:

- where visitors are dropping off
- what's causing friction
- what to fix first

Request your free review: [Plumbing Website Diagnosis](#)