

6 REASONS · 30-MINUTE SELF DIAGNOSTIC · 7 CHAPTERS

Traffic Aa Rahi Hai. Enquiry Nahi?

Ye masla traffic ka nahi hai. *Ye path* ka hai — "person aapki site kholta hai" se "person aapko message karta hai", us beech ka koi ek step leak ho raha hai.

Ye wahi line hai jo har hafte sunai deti hai: Google Search Console 4,000 log batata hai, phone khaali rehta hai. Do mahine baad "more traffic" agency — 9,000 visitors, phir bhi koi enquiry nahi, aur kharcha bhi ho gaya. **Lekin traffic barhana galat ilaaj hai.** Agar conversion rate tuti hui hai — 3% ke bajaye 0.3% — to traffic double karna sirf disappointed logon ki sankhya double karta hai. Neeche 6 reasons hain, wo bhi usi order me jinhe wo aksar ek saath karte aate hain.

2-5%
local business landing page ka typical enquiry rate — planning range

~80%
form bhare log aakhri field se PEHLE hi chhod dete hain

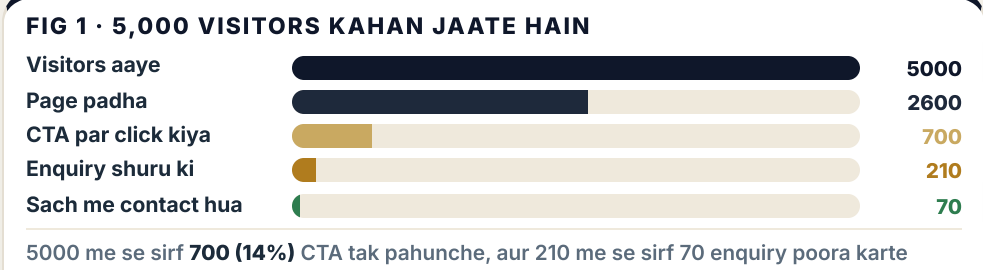
21×
jitni jaldi pehla reply, utna hi achha contact rate

~0.1S
pehle impression par faisla karne ka human attention window

CHAPTER 1

Ye Marketing Problem Nahi — Ye Path Problem Hai

Har chhote business ka sabse mehnga galat samajh: "mujhe aur traffic chahiye." Traffic chahiye hi nahi — haath badalne wale khandar par ek ya zyada jagah pani tapak raha hai.



5000 me se sirf **700 (14%)** CTA tak pahunchte, aur 210 me se sirf 70 enquiry poora karte hain. Matlab shuru karne walon ka **~67% (140/210)** raaste hi beech me gir jata hai — ye marketing failure nahi, apne hi website par design failure hai.

Visitors customer nahi hote
Wo curious log hain jo is waqt aapko kharidne wale nahi: researchers, competitors, students, job-seekers — ya shared WhatsApp link se galti se aaye log.

Badi site chhoti site se 8 enquiry aage
800 visitors par 4% rate = 32 enquiry. 8,000 visitors par 0.3% rate = 24 enquiry. Badi site das guna kharcha karke sirf 8 enquiry jeet ti hai.

~0.1 second me faisla
Jo visitor pehle aadhi second me samajh gaya ki "ye mere liye hai", wo enquiry karta hai. Baaki ke liye aapka website ek blank screen hai.

Seedha baat: aapki website isiliye leads nahi bana rahi kyunki wo log kisi ek ya zyada specific hand-off point par haar rahi hai — dead button, lambi form, late reply, dheema page, ya aise promise ki pehchan hi nahi chalti. **Un hand-off points ko theek karna zyada mehnga nahi, tez hai aur nishchit hai — naye visitors kharidne se kahin achha.**

CHAPTER 2 · REASON 1

Enquiry Ka Raasta Mobile Par Hi Toot Raha Hai

India me local business ki zyadatar visits phone par hoti hai, aksar mobile data par, aksar tab jab vyakti busy hai. Desktop design bekaar ka matlab agar mobile experience kharab hai — aur ye aapki samajh se zyada aam hai.

1 Tap target bahut chhota

Click here for a quote" 11-pixel grey text me likha hua hai. Phone par ye button nahi, dhundhla hai. Aaram se tap karne ka minimum size lagbhag **44×44 px** hai.

2 Phone number plain text hai

Visitor ko use select karna padta hai, copy karna padta hai, dialer me paste karke spaces delete karne padte hain. Lagbhag **do-tarahi log** yahin chhod dete hain.

3 Contact page alag hi page par

Har extra hop log chhodta hai. Number aur form usi page par hone chahiye jahan interest paida hua — teen click door nahi.

4 Menu overlay button ko rok deta hai

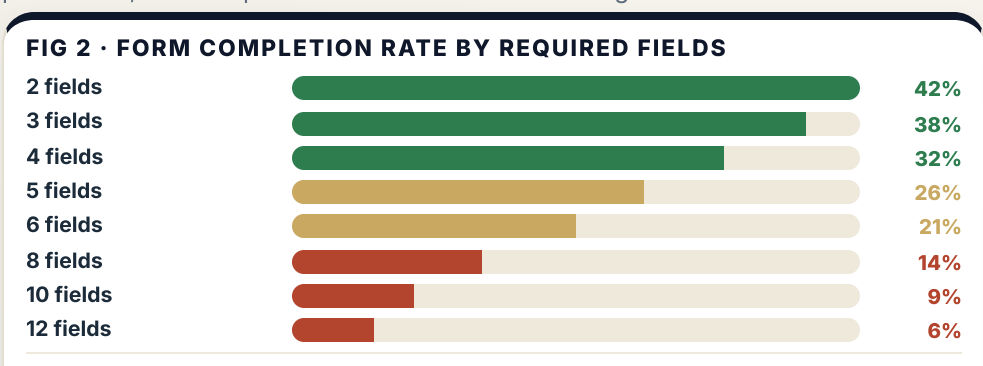
Mobile menu ka invisible backdrop CTA ke upar baith jata hai, tap karo to kuch hota hi nahi. **Aapko sab normal dikhta hai, customer ko poora kuch broken.**

60-second self-test: apni website apne phone par, mobile data par kholein (Wi-Fi nahi). Jo cheez aapko pehle se pata hai uspar tap mat kijiye. Phone number dhoondhiye, enquiry button dhoondhiye, form bhariye — bilkul waise jaise ek ajnabi karega. **Agar aap ek baar bhi sochne lage, to aapka customer bhi sochega — aur wahin se chala jayega.** Jitna message sahi reply nahi hota, us button ke kaam se koi baat nahi banti.

CHAPTER 3 · FIGURE 2

Ek Generic Form Jo Bahut Zyada Puchh Rahi Hai

Ye form lagbhag har hafte audit me milta hai: full name, company, designation, industry, company size, annual revenue, budget range, timeline, project details, "aapko kaise pata chala", aur file upload — 11 fields. Professional lagti hai. **Wo ek deewar hai.**



Har extra required field aapke shuru karne walon ka lagbhag 5-10% chura leta hai. 12 fields par completion 6% tak gir jata hai — planning range, aapka apna number alag hoga.

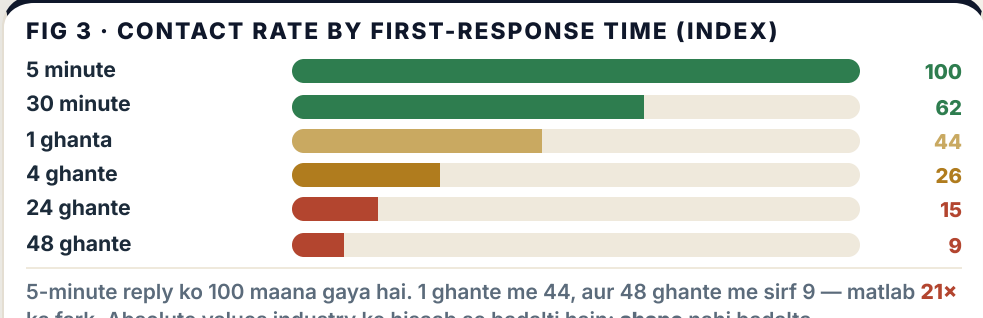
Local business ke liye ideal form: 3 fields
1. Naam 2. Phone ya WhatsApp number 3. Ek line — "aapko kya chahiye". **Baaki sab sawaal baat-cheet me pooch lijiye — wahan jawab behtar milte hain.**

- Chaar chhoti corrections**
- ✓ **WhatsApp ko pehli seat dein.** Zyada tar local businesses me WhatsApp tap-to-chat email form se behtar chalta hai — message likhne ka jhanjhat hi nahi.
 - ✓ **Email nahi, number mangein.** Log email bachate hain, number dete hain ek call ki umeed me. Email chahiye to optional rakhein.
 - ✓ **Button par outcome likhein.** "Get a free quote" > "Submit". Visitor form submit nahi kar raha — wo kuch hasil karna chahta hai.
 - ✓ **Turant bata dein kya hoga.** Screen par thank-you message + saath hi WhatsApp acknowledgement — "bheja ya nahi?" wala doubt hi trust maarta hai.

CHAPTER 4 · FIGURE 3

Enquiry Aayi — Kisi Ne Jawab Nahi Diya

Ye wo reason hai jise hum sabse zyada bulakar ke batate hain, kyunki ye sabse zyada khud-sa khud ki hui galti hai. Ek achhi enquiry aayi. Koi ne jawab nahi diya. Jab aapne diya — do din baad, ya weekend ke baad, ya bhoor ke — tab tak wo customer kisi aur ke paas book kar chuka hota hai.



5-minute reply ko 100 maana gaya hai. 1 ghante me 44, aur 48 ghante me sirf 9 — matlab **21×** ka fark. Absolute values industry ke hisaab se badalti hain; **shape** nahi badalta.

Hisaab brutal hai
Mahine me 100 enquiry aati hain aur aap sirf 60 ka reply karte hain, to **40 garam leads** bina kisi mehnat ke chala diye. Aam job value par ye aksar usse zyada hai jo chhota business ek poore quarter ki advertising me khota hai.

Masla "romantic" dheerepan nahi, operating hours hai
Aapki website 24 ghante jaagti hai. Aapka phone nahi. Koi shaam **10:40 PM** par poochta hai, form bhar ke chhod jata hai, aur 10 AM tak usse khamoshi milti hai — us tak wo do competitors se baat kar chuka hota hai.

Ilaaj: insaan ko jaagna hi nahi hai
"Jaldi reply karne ki koshish karo" galat s advice hai. Ek automated acknowledgement — turant WhatsApp reply jo nam le, receipt confirm kare, do qualifying sawaal poochhe, aur aapko poori detail bhej de — lagbhag **40 second** ki setup hai aur ye wo responsiveness deta hai jo aap kabhi staff nahi kar sakte.

Aur ek zaroori check: enquiry kahan land hoti hai? Kai websites ka form usi email par jata hai jise koi nahi kholta, ya worse — submissions spam folder me gir jaati hain. Har hafte pichhle saat submissions handle karne wale se seedha pooch lijiye. **Agar jawab "check kiye tab pata chala" se aata hai, to ye ek leak hai.**

CHAPTER 5

Reasons 4 Se 6 — Teeno Chhup Chhup Nikalte Hain

Pehle teen reasons dikhte hain — dead button, lambi form, late reply. Ye teeno chupke se nuksaan karte hain.

4 Dheema page — wo leak jo dikhta hi nahi

Ek page jo phone par 6 second me usable hota hai, koi error nahi dikhta — wo ek blank safed rectangle dikhta hai, jabki visitor doorse tab par dekhne chala hota hai. Bade hero images, sliders, embedded video, chat widgets aur tracking scripts aam wajah hain. Image compress kijiye, sliders hataiye, video sirf click par laiye, scripts defer kijiye. **Ye sabse pehle theek kijiye — har ek second ki deri baaki sab metrics ko bhi kharab karti hai.**

5 Trust signals kam ya bilkul nahi

Koi aapko apna number de raha hai. Usse pehle uska dimaag ek tez, khamosh risk check chalata hai — aur jo bhi proof page par maujood ho, usi se. Address nahi, map nahi, number nahi, asli premises ki photo nahi, review nahi, koi naam nahi — check fail. Visitor sochta hai "scam" nahi, wo sochta hai **"ye business shayad band ho gaya"** aur us listing par chala jata hai jahan do sau Google reviews hain.

6 Itna vague offer ki chunne ka koi base hi na ho

"We provide quality solutions for all your needs." Ye jumla homepage par kuch na kehne se bhi zyada nuksaandek hai, kyunki ye reader ko ye sikha deta hai ki shayad aap wo specific kaam nahi kar sakte jo use chahiye. Jab har visitor confuse hota hai ki wo fit hai ya nahi, to risk lene wale visitors ki sankhya collapse ho jati hai. **Kabhi, kya, kahan, aur aage kya hoga — ye chaar cheezein likhiye.**

MINIMUM CREDIBLE TRUST SET

- ✓ Asli address aur map pin
- ✓ Click-to-call number
- ✓ Apne kaam ya premises ki asli photos
- ✓ About page par ek asli naam aur photo
- ✓ Google se aati hui visible rating aur count

Zyada tar fail hone wale audits me 4 ya 5 cheezein missing hoti hain.

DIAGNOSIS ORDER — AUR AGAR AAP FIVE TARAH KE CUSTOMER DETE HAIN

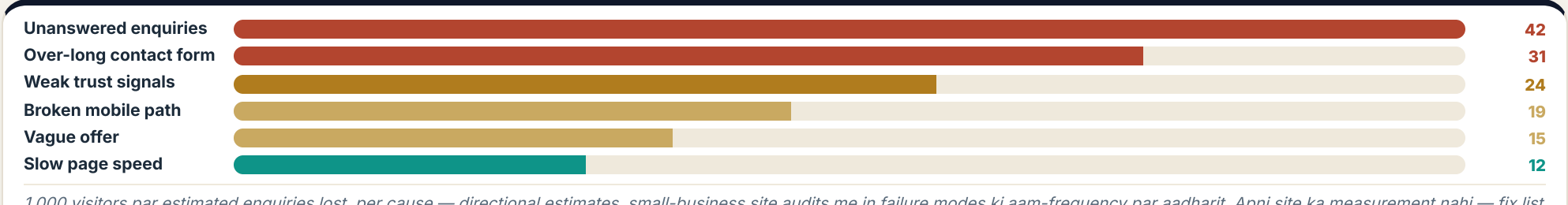
Teeno fixes hone ke baad bhi enquiry nahi aa rahi, to ye sequence maanein: **page speed, phir trust signals, phir offer ko sharpen kijiye.** Isi kram me aage badhiye, aur har mahine numbers dobara chagaiye.

Ek hi vague promise me paanch tarah ke customer mat milaiye — har type ko **apna saaf raasta** dijiye. Warna koi bhi chun nahi paata, aur jo kuch bhi choose karta hai wo aapse complain karta hai ki "ye mere kaam ka nahi tha".

FIGURE 4

Har 1,000 Visitors Par Kitni Enquiries Kho Jaati Hain

Dikhane ke liye ki priority kis fix ko dein: chhoti-mehnat wali chhautai par pehle paisa aur dhyan lagana sabse zyada enquiry wapas deta hai.



1,000 visitors par estimated enquiries lost, per cause — directional estimates, small-business site audits me in failure modes ki aam-frequency par aadharit. Apni site ka measurement nahi — fix list ki priority tay karne ke liye.

42 — reply hi nahi hua
Sabse bada chunk, aur isme Low effort bhi hai — sirf acknowledgement + alert lagana hai.

31 — form lambi
Effort Low, recovery percentage sabse bada — 3 fields + WhatsApp.

24+19 = 43 — trust + mobile
Dono Low effort — address, photos, reviews, asli naam, aur click-to-call.

TABLE

Chhah Reasons Ek Nazar Me — Nishani, Wajah, Pehla Fix

Chhah reasons aksar saath saath aate hain. Is liye is table ko print karke check kijiye — ek tick har row par.

#	Reason	Kaise dikhta hai	Pehla fix	Effort
1	Mobile path broken	Taps kuch nahi karte; number clickable nahi; form screen se bahar	Asli phone par mobile data se dobara test kijiye	Low
2	Form bahut kuch puchhhta hai	Shuru bahut, poora hone wala koi nahi	3 fields kijiye; WhatsApp jodein	Low
3	Turant reply koi nahi karta	Enquiry aati hai, uske baad khamoshi	Instant acknowledgement + apko alert	Medium
4	Dheeme pages	Mobile data par bounce zyada	Images compress, scripts defer	Medium
5	Trust signals kamzor	Padhta hai, contact kabhi nahi karta	Address, photos, reviews, asli naam	Low
6	Offer vague	Visitor ko samajh nahi aata ki aap fit hain ya nahi	Kabhi, kya, kahan, aage kya — sab likhiye	Low

CHAPTER 6

Wo 30-Minute Diagnostic Jo Aap Khud Kar Sakte Hain

Na agency chahiye, na consultant, na koi software. Chahiye aadha ghanta, ek phone, aur ye haazirgi ki aap ek ajnabi ki tarah behave karein jo abhi aap par bharosa nahi karta.

1 Minute 0-5 · Phone test

Website phone par mobile data par kholein. Call button dhoondhein aur tap kijiye. WhatsApp button dhoondhein aur tap kijiye. Enquiry form shuru kijiye. Har rukawat, har zoom, har galat tap note kijiye.

2 Minute 5-10 · Paanch second ka padhai

Homepage kisi aise insaan ko dikhaiye jisne aapka business kabhi nahi dekha. Paanch second baad chhupa dijiye. Poochhiye: kya karte ho, kiske liye karte ho, main aapse kaise contact karun? Teeno na bata sake to offer bahut vague hai.

3 Minute 10-15 · Field gin lijiye

Contact form kholein aur required fields gin lijiye. Chaar se zyada ho to aaj hi theek ho jaayega.

4 Minute 15-22 · Trust audit

Dhoondhiye: click-to-call number, asli address + map, apne kaam ya premises ki photos, review stars, ek asli naam. Har ek par present ya missing likhiye.

5 Minute 22-30 · Reply test

Apne personal email se form khud submit kijiye. Phir intezaar kijiye aur dekhiiye acknowledgement kitni der me aata hai. Jawab "kabhi" ya "kal" ho, to aapko sabse bada leak mil chuka hai.

TABLE 2

Diagnostic Scorecard — Har Line Par 5 Me Se Number Dein

Sort ya search kar sakte hain. Jo line 3 se kam score le, usi mahine ki priority fix yahi hai.

Check	Kahan dekhein	Kab pass	Score / 5
Call button phone par kaam karta hai	Homepage header	Tap foran call kare, copy-paste nahi	3
WhatsApp tap-to-chat maujood hai	Header + har page	Chat pre-filled message ke saath khule	2
Contact form 3 fields ya usse kam	/contact page	Naam, number, ek line ki zaroorat	2
Enquiry foran acknowledge hoti hai	Har ghante, har din	Auto-reply 60 second ke andar	1
Mobile layout me koi dead tap nahi	Poori site, mobile data par	Koi overlay ya invisible menu na ruke	3
Page mobile data par tez chalti hai	Homepage + contact page	Interactive tez 3 second se neeche	2
Address aur map dikhte hain	Har page ka footer	Asli address, asli map pin	4
Asli photos hain, stock nahi	Home, about, gallery	Asli team, premises ya kaam	4
Review stars dikhte hain	Homepage	Live Google rating aur count dikhe	5
Ek asli insaan ka naam hai	About page	Naam, role aur photo maujood	5

Score ane ke baad: agar aapke scores zyadatar 4 aur 5 hain aur phir bhi enquiry nahi aa rahi, to **leak website par nahi hai** — wo enquiry aane ke baad ki process me hai, ya aapka traffic hi unqualify hai. Tabhi kisi specialist se proper review lena sahi faisla hai.

CHAPTER 7

Sirf Hafte Hai? Ye Teen Cheezein, Isi Kram Me

Aap chhah reasons par kaam kar sakte hain. Par aapke me sirf ek weekend hai, to ye teen kijiye — inhe is kram se diya gaya hai ki kis par ek ghante me sabse zyada enquiry milti hai.

1 Phone ko button bana dijiye

Click-to-call, click-to-WhatsApp, angootha par tap hone wala size, aur har page par bina scroll kiye dikhta hua. Mehnat lagbhag zero — aur ye **abhi maujood traffic ko hi turant convert** karta hai. Naye visitors ki zaroorat nahi: aap wo demand unlock kar rahe hain jis par pehle se paisa laga chuka hai.

2 Form ko teen fields tak kaatiye

Naam, number, aur ek line ki zaroorat. Uske baad WhatsApp ka option saath rakh dijiye. **Ye audit ka sabse bada percentage recovery** hai, kyunki ye sabse bade drop-off par seedha attack karta hai — 210 log shuru karte hain aur 70 poora karte hain, usi antar ko badalna hai.

3 Har ghante, foran, automatically jawab dijiye

Customer ko foran acknowledgement + apko structured alert — ye "kisi ne jawab nahi diya" wali gap raat ko, chhutti par aur tyohaar par bhi hamesha ke liye band kar deta hai. **Ye chhah fixes me se sirf ek hai jo aapke asli kaam me busy hone par bhi kaam karta hai.**

TEENO MILKAR — EK HI DIN MEIN

Ye teen saath me aksar ek poori redesign se zyada enquiry wapas dila dete hain. Iske baad wapass 30-minute diagnostic par jaiye: pehle page speed, phir trust signals, phir offer. **Usi kram me neeche aaiye, aur numbers har mahine dobara chagaiye.**

AUR EK AAKHRI BAAT

Fixes lag jane ke baad **turant traffic** kharidne ka irada rokiye. Nayi conversion path ko pehle **chaar se chahde hafte saaf data** dein. Agar visitor ki sankhya badhe bina enquiry badhi, to aapne sabhit kar diya ki leak poori tarah aapki site par thi — aur sirf tab funnel ke upar ko scale karna samajhdaari hoga.

KEY TAKEAWAYS

Chhah Baatein Jo Agla Faisla Aasan Bana Dete Hain

Guide padhne se kuch nahi badalta. Asli agla kadam apni ek chhautaiya badal kar lena hai.

- ✓ **Traffic kabhi masla hi nahi tha.** 800 visitors par 4% rate 32 enquiry deta hai; 8,000 visitors par 0.3% rate sirf 24. **Aap traffic double karke disappointed logon ki sankhya double kar sakte the.**
- ✓ **Haath badalne wale khandar pehle theek kijiye.** Dead button, lambi form, late reply, dheema page, kamzor trust signals, vague offer — ye aksar saath aate hain, aur har ek alag se thoda paisa wapass dilata hai.
- ✓ **Mobile par test kijiye, mobile data par.** Apne phone par wahi kijiye jo ajnabi karega — jo cheez pehle se pata hai uspar tap mat kijiye. Ek bhi rukawat aapke customer ki rukawat hai.
- ✓ **Teen fields kaafi hain.** Naam, number, ek line. Har extra required field 5-10% aur chura leta hai. **WhatsApp hamesha saath rakh dijiye, aur email optional.**
- ✓ **Reply speed hi wo faisla hai.** 5 minute ke reply ko 100 maana gaya hai aur 48 ghante ke reply ko 9. **Ilaaj "jaldi try karo" nahi, acknowledgement automate karna hai** — wahi ek cheez jo raat me bhi chalti hai.
- ✓ **Pehchaan hi bharosa hai.** Asli address, map, click-to-call, apne kaam ki photos, review stars, aur ek asli naam. Inke bina visitor sochta hai "ye business band ho gaya" — aur wahin chala jata hai.

"Koi bhi ye nahi kehta ki website ne bahut jaldi jawab diya. Haath badalne wale khandar pehle theek kijiye — traffic apne aap aayega."
— Wo ek line jo enquiry ke zyadatar masle theek kar deti hai · **is guide ka siddhant**

Kya Hum Aapki Website Score Kar Sakte Hain?

Apna website address bhejiye. Hum isi guide ka 30-minute diagnostic chala kar aapko saaf-saaf scorecard bhejenge — kya toota hua hai, aapko kitni mehnga pada hai, aur hum pehle kya theek karenge. No jargon, no pressure, aur koi obligation nahi.

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