

● **More Than Normal.**

INTERACTIVE DIAGNOSTIC RESOURCE

The East Kent B2B Web Scoping & Digital Asset Audit

A strategic offline workspace designed to help Canterbury and East Kent business owners identify operational bottlenecks, standardise web requirements, and audit digital asset security.

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DIAGNOSTIC STEP 01

Content Scoping & Conversion Paths

Instead of compiling a generic page list, structure your content outline around the specific information your prospective clients require to validate your credibility.

1. List the three primary questions your ideal client asks when evaluating your business:

2. What is the single, highest-value action a visitor must execute to start your sales pipeline?

DIAGNOSTIC STEP 02

Administrative Friction & Workflow Automation

Identify time-consuming, repetitive tasks that can be automated by connecting your contact forms directly to secure cloud database tables.

1. Outline where your team experiences manual processing delays after a lead submits an enquiry:

2. List the third-party booking portals, form plug-ins, or dynamic subscriptions you currently pay for:

DIAGNOSTIC STEP 03

Infrastructure Control & DNS Governance

Analyse your current platform governance to ensure complete data security and eliminate ongoing developer lock-ins.

1. Who holds the direct administrative credentials for your primary domain registration and DNS?

2. Are you bound by a mandatory monthly retainer simply to keep your website online? What is your cost?

TAKE THE NEXT STEP

Visualise Your Build

Kickstart your plan with a 3–screen interactive prototype. Walk through a responsive, clickable canvas built specifically for your clients before committing to a full development build.

£300

✓ Clickable interactive design ✓ Delivered in 1 week ✓ Fully deducted from final build

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