

ACL Group

Plumbing · Kettering
<https://aclplumbing.co.uk/>

MINI LEAD SCORE

30 / 50

Good but leaking enquiries

ACL Group's website has good trust signals and a clear range of services. However, the primary call to action on the homepage is a bit confusing, and the overall messaging

Mini Scorecard

Homepage clarity	<div style="width: 50%;"></div>	5/10
Mobile clarity	<div style="width: 80%;"></div>	8/10
Trust proof	<div style="width: 70%;"></div>	7/10
Enquiry journey	<div style="width: 40%;"></div>	4/10
Local relevance	<div style="width: 60%;"></div>	6/10

3 things likely costing you enquiries

1. Confusing Main Headline and Call to Action

Why it matters: The first thing a visitor sees should immediately tell them what you do and how to engage. If it's too specific or generic, they might not bother exploring further, assuming you don't offer what they need or that the site is not for them.

Quick fix: Change the main H1 headline to clearly state the primary service and its benefit for local customers, for example: 'Expert Plumbing & Heating Services in Kettering'. Ensure the main call to action is for a general enquiry or booking, not just boiler estimates.

Evidence: The main H1 is 'Get an instant estimate on a new boiler', which is specific to only one service. While 'Instant Estimate' buttons are prominent, it might deter visitors looking for other immediate plumbing needs.

2. Lack of clear immediate contact options for emergencies

Why it matters: For essential services like plumbing, people often search when they have an urgent need. If they can't quickly find a phone number or an 'emergency' option, they'll leave your site for one that provides it upfront.

Quick fix: Add a prominent 'Emergency' or 'Call Now' button or text with your phone number directly in the header or in a highly visible fixed element, especially for mobile users. Make it clear you handle urgent matters.

Evidence: While phone numbers are present in the header and footer, there's no explicit mention of emergency services or a dedicated 'Call Now for Emergencies' button, based on the visible text and structure.

3. Weak local connection in homepage copy

Why it matters: Local businesses benefit greatly from clearly stating their service area. This reassures potential customers that you are indeed the right company for them, building trust and relevance.

Quick fix: Incorporate your service areas (Kettering, Northamptonshire) more explicitly and frequently in the main body text, especially in prominent sections, to reinforce your local presence and appeal to local searchers.

Evidence: The 'title' and 'meta_description' mention Kettering and Northamptonshire, but the main visible text sample and H2s don't strongly reinforce this local focus upfront. The main content says 'Mechanical, Electrical, and Plumbing needs in Northamptonshire', but could be even stronger.

Ready to fix these leaks in your pipeline?

Your website is the hardest-working employee you have, but only if it's set up to convert visitors into customers. Let's dig into a full Website Rescue Audit and unlock your true online potential.