GROWTH & DIGITAL EXPERIENCE

The Buyer Path Check.

A brochure describes what you do. A business tool helps the right buyer decide what to do next. *Understand first. Build second.*

STEP 01 Run the four checks this week

Write what you found

FIVE-SECOND TEST
Can an outsider name who you help, and with what?

NEXT-STEP TEST
Does each top page have one clear action?

SALES-QUESTION TEST
Which top sales questions does the site miss?

MEASUREMENT TEST
Does the report track inquiries, or only visits?

Example. Show the homepage to someone outside the company for five seconds. If they cannot name the customer or the problem, the page is speaking to you, not to them.

STEP 02 Map your key pages to the buyer

L = learning · C = comparing · B = ready to buy

PAGE	BUYER QUESTION IT ANSWERS	ONE NEXT STEP	STAGE
			L · C · B
			L · C · B
			L · C · B
			L · C · B

If a page cannot point to a question it answers or a step it leads to, consider cutting it.

STEP 03 Check before you build

UNDERSTAND FIRST

- ☐ *Which questions does our sales team answer by email every week?*
- ☐ *What problem is a buyer trying to solve when they land on each key page?*
- ☐ *How do we know today whether the site starts real conversations?*

BUILD SECOND

- ☐ Map sales' ten most common questions to the pages that should answer them.
- ☐ Give every key page one primary next step that fits the visitor's stage.
- ☐ Review qualified inquiries and meetings booked alongside the pipeline.

TAKE THIS INTO YOUR NEXT MEETING

If our website disappeared tomorrow, would our sales team notice?