

FREE SELF-ASSESSMENT • 30 STATEMENTS • 6 AREAS

The Industrial Lead Generation *Audit*

A 30-point self-assessment for engineering and industrial businesses. Find out where your business is losing buyers before they ever enquire.

EXAMPLE SCORECARD

SCORE / 10 PER AREA

01	Foundation	
02	Attract	
03	Capture	
04	Nurture	
05	Convert	
06	Tracking and sales handoff	

BEFORE YOU START

How to use this audit

Industrial buyers rarely enquire on their first visit. They research, compare and assess risk over weeks or months, and they involve other people before they make contact.

This audit looks at the full journey, from the moment a buyer first searches to the moment an enquiry reaches your team. It has six sections of five statements each.

FOR EACH STATEMENT, SCORE

- ☐ 2 if it's fully true for your business today
- ☐ 1 if it's partly true, or true for some pages, services or channels
- ☐ 0 if it isn't true, or you don't know

Be honest. "We don't know" scores 0, because what you can't see, you can't improve. Add up each section out of 10, then your total out of 60.

THE SIX AREAS

01	Foundation	Do you know who you are trying to reach, and does your website say it clearly?
02	Attract	Can the right buyers find you on Google, on LinkedIn and through AI tools?
03	Capture	Can a buyer who isn't ready to call still leave their details?
04	Nurture	Do you stay in touch and build trust while buyers evaluate?
05	Convert	Is the next step clear and easy from every key page?
06	Tracking and sales handoff	Do you know where enquiries come from, and does every one reach the right person?

01 Foundation

Do you know who you are trying to reach, and does your website say it clearly?

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|----|--|--------------------------------|--------------------------------|--------------------------------|
| 01 | We have written down who our ideal buyers are: industries, roles and the problems they need solved. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| 02 | Our website explains what we do in the buyer's language: problems, applications and outcomes as well as service names. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| 03 | A first-time visitor can tell within seconds whether we're relevant to them. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| 04 | We know why buyers choose us over competitors, and our website says so. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| 05 | We know the questions buyers ask before they enquire. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |

02 Attract

Can the right buyers find you on Google, on LinkedIn and through AI tools?

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| 06 | The right buyers find our website when they search for the problems we solve. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| 07 | We have a Google Business Profile that is complete and up to date. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| 08 | We publish useful technical content to a regular plan. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| 09 | Our company and leadership are active on LinkedIn with content our buyers would value. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| 10 | When we ask an AI tool for suppliers like us, it names our company. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |

03 Capture

Can a buyer who isn't ready to call still leave their details?

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| 11 | Every key page has a clear next step. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| 12 | We offer more than a contact form: a guide, checklist, assessment or newsletter for buyers who aren't ready to call. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| 13 | Our forms are short and ask only for what we need. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| 14 | We have tested our contact form recently and confirmed that every submission arrives. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| 15 | Buyers can find datasheets, certificates or project proof without having to ask. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |

04 Nurture

Do you stay in touch and build trust while buyers evaluate?

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| 16 | We follow up with prospects who aren't ready to buy yet. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| 17 | We send useful, relevant emails to people who have shown interest. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| 18 | We have published case studies or project stories from real work. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| 19 | Our content answers the technical questions buyers ask during evaluation. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| 20 | Our LinkedIn, website and emails carry one consistent message. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |

05

Convert

Is the next step clear and easy from every key page?

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| 21 | It's easy to request a quote, a consultation or a technical conversation from any key page. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
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| 22 | Our calls to action match where the buyer is: "download the guide" early on, "request a quote" when they're ready. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
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| 23 | Our contact details, location and service areas are current and easy to find. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
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| 24 | We respond to new enquiries quickly and consistently. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
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| 25 | Buyers can see what happens after they enquire. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
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06

Tracking and sales handoff

Do you know where enquiries come from, and does every one reach the right person?

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| 26 | Analytics are set up, and we can see which pages and sources lead to enquiries. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
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| 27 | Every inbound lead is logged in one place. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
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| 28 | We know which leads came from referrals, search, LinkedIn and other channels. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
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| 29 | Every enquiry is routed to the right person in our team. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
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| 30 | We review our lead generation results regularly and act on what we learn. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
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YOUR RESULT

Your scores

SECTION	SCORE
01 Foundation	/ 10
02 Attract	/ 10
03 Capture	/ 10
04 Nurture	/ 10
05 Convert	/ 10
06 Tracking and sales handoff	/ 10
Total	/ 60

READING YOUR SECTION SCORES

■■■■■■■■■■

8 to 10: In place

Keep it working and review it regularly.

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4 to 7: Partly in place

Buyers are probably slipping through here. Worth improving.

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0 to 3: Missing

This is likely where you're losing the most buyers.

The score bands are guidance written for this audit.

PRIORITIES

What to fix first

Start with your lowest-scoring section, but use this order when scores are close. Each stage depends on the one before it.

1

Fix the last step first.

If Section 6 or statement 14 scored low, start there. A broken form or an enquiry that reaches nobody loses buyers you've already earned. Check that every enquiry actually arrives before you spend on anything else.

2

Then the foundation.

If buyers can't tell what you do and who it's for, more traffic won't help. Get the message right in Section 1 before you invest in visibility.

3

Then capture and convert.

Give every page a next step and give buyers who aren't ready a reason to stay in touch (Sections 3 and 5).

4

Then nurture.

Case studies, technical content and follow-up emails build the trust that long, high-risk purchases need (Section 4).

5

Then attract.

With the journey working, more visibility on Google, LinkedIn and AI tools turns into more enquiries instead of more visitors who leave (Section 2).

NEXT STEP

Want help reading your result?

Book a free strategy session. We'll talk through your scores, where your business is losing buyers and what to prioritise first.

Our first conversation is simply about whether we're the right fit for each other.

FREE STRATEGY SESSION

Talk through your score

A free conversation with Jennifer du Plessis,
Founder of Pinnacle Process Marketing.

BOOK A STRATEGY
SESSION →

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