

# Referral Conversion & Visibility Audit

Most professional services firms grow through referrals.

What has changed is what happens next.

Clients now complete most of their buying journey independently, spending as little as 17% of their time in direct contact with firms. Before reaching out, they validate their choice by reviewing your website, searching partner names, and looking for credibility signals. If that validation creates friction, even strong referrals can stall.

This audit identifies where and why that happens and answers one question:

**What does a referred prospect see, feel, and conclude before deciding whether to contact your firm?**

<b>What we assess</b>	<p>Review from the perspective of a referred client, not an internal marketing team.</p> <p>We look at:</p> <ul style="list-style-type: none"><li>• Website usability and credibility</li><li>• Google search results for the firm and key partners</li><li>• LinkedIn, social media presence and authority signals</li><li>• Publications, sponsorships, and public visibility</li><li>• Consistency across referral touchpoints</li></ul>
<b>What you receive</b>	<ul style="list-style-type: none"><li>• A concise report with key strengths &amp; concerns</li><li>• A commentary on what supports and what undermines referral conversion</li><li>• Practical recommendations focused on opportunities</li><li>• A 60-minute walkthrough to discuss implications</li></ul>
<b>Who this is for</b>	<p>This audit is suited to specialist &amp; mid-size firms that:</p> <ul style="list-style-type: none"><li>• Rely on referrals &amp; word-of-mouth for new work</li><li>• Want to generate more referrals consistently</li></ul>
<b>Next steps</b>	<p><b><i>Curious whether your referrals are converting as well as they should?</i></b></p>
<b>Click here</b>	<p>Book a discovery call to learn more, assess fit and determine whether this audit would be valuable for your firm.</p>

