

This review is framed as a practical business audit, not a technical teardown. The focus is on where response, booking, follow-up, and communication gaps are likely costing time or revenue.

BUSINESS

Larkin & Holt

INDUSTRY

Attorneys

WEBSITE

<https://larkinholtlaw.example>

PREPARED

April 18, 2026

Section A — Observations

- Lead capture relies primarily on direct phone calls and email inquiries without an integrated booking system.
- No apparent online scheduling or immediate consultation booking functionality.
- After-hours and mobile inquiries likely generate delayed responses due to manual handling.
- Navigation and service offerings presentation may not clearly guide users toward contacting or booking consultations.

Section B — Where Opportunities Are Being Missed

- Implement streamlined online consultation booking to reduce friction and capture more leads immediately.
- Enhance response times for after-hours and mobile inquiries through automation or triage workflows.
- Clarify service descriptions and contact pathways to reduce user uncertainty and dead ends.
- Introduce automated follow-up communications to nurture leads and reduce drop-offs post-inquiry.

Section C — Recommendations

01 Integrate an Online Scheduling System

Adding an easy-to-use booking tool on the website will allow potential clients to schedule consultations directly, reducing reliance on phone calls and manual scheduling. This will capture leads more effectively, especially from mobile users.

02 Automate After-Hours Inquiry Handling

Deploy an automated response system to acknowledge inquiries received outside business hours and provide estimated response times or alternative contact options. This will improve client experience and reduce lost leads.

03 Clarify Service Offerings and Contact Paths

Revise website content and navigation to highlight core legal services and clearly direct users to contact or book consultations. This reduces confusion and minimizes drop-off before lead capture.

Section D — Summary

Larkin & Holt currently relies heavily on traditional inquiry methods that create friction, particularly for after-hours and mobile prospects. By introducing online scheduling, automating responses outside business hours, and clarifying service navigation, the firm can capture more leads and convert them faster. These operational improvements align directly with revenue growth by tightening the client intake and booking processes.

Section E — Soft CTA

No pressure — happy to walk through a few ideas if helpful.

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Suggested next step: intake and response review



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