The 15-Minute Night Test

Find out tonight how many enquiries your business could be losing between closing time and the morning.

Somewhere tonight, someone who needs exactly what you do will pick up their phone after the kids are in bed and open your website next to three others. Whether they contact you, or the next tab, gets decided in a few minutes. Nobody from your team is there to help.

This test shows you what they see. It takes about fifteen minutes, works for any service business, and needs nothing but your phone. Most owners find at least one thing they had no idea about. The usual suspects are a confirmation message nobody has read in years, or an inbox nobody checks.

Before you start

1. Wait until your business has closed for the day. That's the whole point.
2. Use your phone on mobile data, in a private browsing window, as a stranger would.
3. Have an email address ready that your team won't recognise.
4. Score each question honestly: **2** if a stranger would have no trouble at all, **1** if it partly works, **0** if it doesn't.

> **Don't fix anything tonight**
>
> Just score. The temptation is to start rewriting your homepage at 10 pm. Resist it. The score is what tells you where to start, and the order you fix things in matters more than you'd think.

23%

of 2,241 companies never replied to a web enquiry at all. The rest took 42 hours on average.

Harvard Business Review, 2011

7×

Replying within an hour made a lead nearly seven times as likely to qualify as waiting just one hour longer.

Harvard Business Review, 2011

43%

of enquiries to UK estate agents in mid-2026 arrived outside 9 to 5 on weekdays.

LightWork, October 2026

Different studies, countries and years, but the same message: what happens after someone reaches out decides most of the outcome.

The test

Question	0 · 1 · 2
1. Without scrolling or reading your logo, could a stranger tell what you do, where, and how to start? **Playbook** The one-sentence formula for a first screen that answers all three.	_____
2. Can you send an enquiry from your busiest service page in three taps or fewer? **Playbook** Which page your most serious visitors actually land on, and the button it's usually missing.	_____
3. Can you find the answers to your team's five most common phone questions on your site within a minute? **Playbook** How to answer "how much?" even when you can't publish prices.	_____
4. After you press Send, does the next screen say exactly when and how someone will reply? **Free on the next page** The confirmation screen that makes people close the other tabs.	_____
5. Within two minutes, does an email arrive that repeats what you asked, from a real address? **Playbook** Three ready-to-paste auto-replies: clinics, professional firms, trades.	_____
6. Can you fill in your own form on your phone in under a minute, with no puzzle or error? **Playbook** The four fields that are enough to start almost any enquiry.	_____
7. Tomorrow morning, can your team tell you who saw your test enquiry and where it's recorded? **Playbook** Why a quiet inbox and a broken form look exactly the same, and the free setup that tells them apart.	_____
8. Is one named person responsible for replying to overnight enquiries by a set time? **Playbook** The fill-in morning rota, including weekends and holidays.	_____
9. Do your Google profile and website show the same hours, phone number and services? **Playbook** The ten-minute quarterly check that keeps them in sync.	_____
10. If you ring your own number after closing, do you hear your hours, a next step and a callback time? **Playbook** A word-for-word voicemail script that turns hang-ups into callbacks.	_____
Your score out of 20	_____

17–20	Strong. Few businesses you compete with will match this. Keep it that way with a monthly test.
11–16	Good foundations, but some people are almost certainly trying and giving up at the gaps you just found.
0–10	Enquiries are very likely slipping through. The good news: the biggest leaks are usually the cheapest to fix.

Your first fix, free

If you scored less than 2 on question 4, start here. It takes thirty minutes, costs nothing, and changes what every single enquiry experiences from tonight on.

The screen after “Send” is when people decide whether to stop shopping around. “Thank you for your message” leaves them unsure it worked, so they keep the other tabs open and keep enquiring. A specific promise lets them stop. Replace yours with this, using only promises you can keep every time:

Confirmation screen

Thanks, [first name]. Your request has reached our team.

We reply to every enquiry by [10 am] on the next working day, by [phone / email]. If you’ve written over the weekend, we’ll be in touch on [Monday] morning.

If it’s urgent, please call [number] during opening hours ([hours]).

While you wait: [link to the page that answers the most common next question].

One fixed, nine to go. The other nine are where the bigger leaks usually hide: where requests actually land, who owns the morning, and what your phone says at night. The playbook also helps you work out what those leaks cost you each month. Most owners are surprised by the number.

The After-Hours Enquiry Playbook

Everything you need to fix every gap this test found, in the right order.

- All 10 fixes, step by step, with what a pass looks like and the usual ways each one fails
- 8 copy-and-paste templates: auto-replies for clinics, firms and trades, a voicemail script, the morning reply, a holiday notice
- The morning rota and a contact-page layout that works at night
- The Leak Calculator: put a monthly figure on the enquiries you’re losing
- The research, with sources: what response time really does to your odds
- A 30-day plan that tells you what to fix first, second and third

$19.99 **Get the playbook · svayra.com/playbook**

23 pages. Instant PDF download. Written for clinics, law firms, accountants, property teams and home services.

Rather have it done for you? Request a free Enquiry Leak Check at svayra.com/enquiry-leak-check: written findings and the three fixes we’d make first, within three working days. Or book a 15-minute call at cal.com/svayra/intro to talk about fixing the whole path, from Google to a person replying.