

10-Point Website Automation Checklist

For e-commerce stores, clinics, schools, shops and agencies: ten places where a website quietly loses enquiries, bookings and payments — and the fix for each one.



How to use this: print it out and tick each box you **cannot** honestly say yes to today. Every empty box is money walking past your website. If you tick **more than 3**, see the box at the bottom.



After-hours replies

01

CHECK Do website visitors get an answer at midnight?

FIX A 24/7 AI chatbot that never sleeps.



Lead capture

02

CHECK Is every visitor's name, email & need saved automatically?

FIX Chatbot logs every conversation to your CRM.



Speed to lead

03

CHECK Do you reply within 60 seconds?

FIX Instant bot replies beat competitors waiting hours.



Booking without back-and-forth

04

CHECK Can visitors book appointments or orders without calling you?

FIX Calendar-synced booking inside the chat.



FAQ overload

05

CHECK Are you answering the same 10 questions daily?

FIX Train the bot once on your FAQs.



Same-day invoicing

06

CHECK Do invoices go out the day work completes?

FIX Auto-generated branded invoices from your CRM.



One-click payment

07

CHECK Can clients pay in under a minute?

FIX Stripe payment link in every invoice.



Reminder sequence

08

CHECK Do unpaid invoices get automatic follow-ups at T-7, T+0, T+7, T+14?

FIX Polite-to-firm automated reminders.



Overdue escalation

09

CHECK Who chases 14-day-late payments?

FIX Automatic escalation to you with full history.



Review collection

10

CHECK Are happy clients asked for Google reviews?

FIX Automatic review requests after payment.

Checked more than 3 boxes? Your website is leaking revenue.

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