

# Make Sure Every Way to Reach You Actually Works

*The most common broken thing on a small business website is the contact page.*

| TIME       | COST | DIFFICULTY | AUDIT SIGNAL        |
|------------|------|------------|---------------------|
| 30 minutes | Free | Easy       | contact_paths_valid |

## WHAT WE MEASURED

We tested each published way of contacting you — phone, email, form, and messaging — and checked whether each one works and reaches a real inbox.

## WHY IT MATTERS

Contact paths break silently. A form stops emailing after a plugin update. An email address forwards to an account nobody opens. A phone number on an old directory listing points at a line you cancelled two years ago.

You never find out. The customer just doesn't call back, and you assume business is slow.

## FIX IT YOURSELF

### 1 Test the phone number from a phone that isn't yours

Call every number that appears anywhere: your website header, footer, contact page, Google Business Profile, Facebook, Yelp, invoices, business cards, and your truck.

Confirm each one rings where you expect. Write down any that don't.

### 2 Make the phone number tappable

On a phone, your number must be a link, not just text. Over half of local-service traffic is mobile, and a number that can't be tapped costs calls.

In your page code it should look like:

```
<a href="tel:+15551234567">(555) 123-4567</a>
```

Test it: open your site on your phone and tap the number. If nothing happens, it isn't a link.

### 3 Submit your own contact form

Fill it in as a customer would, with a real message like "TEST — please ignore."

Then check three things:

1. Did you see a **confirmation message** on screen? If not, customers assume it failed and call a competitor.
2. Did the email **actually arrive**?
3. Did it land in **spam**? Check the junk folder.

If nothing arrived, the form is broken. This is extremely common after site updates.

#### 4 Send yourself an email at every published address

Every address on your website, listings, and signage. Confirm each arrives in a mailbox someone reads daily.

Retire any address nobody monitors — an unmonitored `info@` is worse than no address at all.

#### 5 Check messaging channels

If you have Google Business Profile messaging, Facebook Messenger, Instagram DMs, or WhatsApp enabled, send yourself a message from another account.

Confirm you get a notification. If you can't respond within a few hours, turn the channel **off** — an unanswered message channel reads as a business that's closed.

#### 6 Put contact details in the footer of every page

Not just the contact page. Plain text — name, address, phone, hours — in the footer of every single page. This helps customers on any page, and it's what machines read.

##### CHECK YOUR WORK

- ☐ Every published phone number rings correctly.
- ☐ The number is tappable on mobile.
- ☐ Your form submits, shows a confirmation, and the email arrives (not in spam).
- ☐ Every published email address reaches a monitored inbox.
- ☐ Messaging channels are either monitored or turned off.
- ☐ Contact details are in the footer of every page.

##### COMMON MISTAKES

- **Forms that silently stop working.** Test yours monthly. Put it in your calendar.
- **Confirmation emails going to spam** because your sending domain isn't authenticated. Ask your web host about SPF and DKIM.
- **An old number still live on a directory you forgot about.** See the *Fix Your Business Listings* guide.

**This fix is free.** You can earn and keep any Agenarys Seal tier — including Platinum — without paying Agenarys anything beyond the audit itself. If you would rather have help doing it, we sell that. We never sell passage.

##### SOURCES & FURTHER READING

Verified by direct testing of your published contact paths