



Growing Authority Visibility Report

A conversion and proof report for entrepreneurs with a strong foundation who need better lead capture and action flow.

Your Result Level: Growing Authority | Score Range: 60 to 79

People can see you. Now help them trust you and take the next step.

Your Visibility Snapshot

A Growing Authority score means your visibility is working in some important ways. Your message is likely clearer, your online presence is active, and people may already see you as credible. Your next challenge is conversion: turning attention into leads, conversations, bookings, sales, and repeatable growth.

Simple truth: Authority grows faster when proof, offers, and follow up work together.

What this score is really telling you

- Your brand is likely visible, but some parts of the funnel may still leak attention.
- People may trust you, but the path to take action may not be strong enough.
- Your proof may be present, but it may need better placement and stronger context.
- Your next win is to improve the journey from attention to action.

Area	What may be happening	First correction
Authority	People see value in your brand.	Make your strongest proof easier to find.
Conversion	Visitors may not move from interest to lead.	Improve your buttons, forms, and offer path.
Lead capture	You may rely too much on DMs or memory.	Create a simple form, checklist, or report.
Tracking	You may not know what content or page works best.	Track clicks, inquiries, and signups weekly.

Your Main Visibility Gaps

At this stage, your gaps are usually less about being seen and more about making the path stronger once people see you.

Gap	What it looks like	How to fix it
Proof not close to action	Testimonials or examples are buried.	Place proof beside offers, forms, and buttons.
Too many CTAs	People see several choices and delay.	Choose one primary action per page.
Weak lead capture	People visit but do not join your list or request help.	Add a free report or checklist tied to the page.
No tracking rhythm	You do not know what is converting.	Review traffic, leads, and CTA clicks weekly.

Use this quick check before you change anything:

- Does each key page have one main action?
- Is proof placed near the decision point?
- Can a visitor become a lead without needing to DM first?
- Do I know which page or post brought my last 5 leads?
- Do I have a follow up step after someone requests information?

Fix 1: Move Proof Closer to the Decision

Your proof should not live only on a separate page. Put proof where people are deciding whether to trust you.

People need reassurance at the moment they are about to click, book, buy, or submit.

Do this first

- Identify your strongest page or offer.
- Add one proof block near the main CTA.
- Use specific proof: result, review, screenshot, case study, media, or example.
- Explain what the proof shows.
- Remove fake or generic testimonials.

Simple template

Proof block: Here is what this helped with: [problem]. What changed: [result]. Why it matters: [lesson or outcome].

Fix 2: Strengthen the Action Path

A strong brand still loses leads when the next step is unclear. Every key page should guide people to one next action.

Conversion improves when people do not have to guess what to do next.

Do this first

- Choose one primary CTA for each page.
- Make the button text specific.
- Repeat the same CTA near the top and bottom.
- Remove extra buttons that compete with the goal.
- Test every button on mobile.

Simple template

Better button examples: Get My Report, Run My Audit, Book a Strategy Call, Download the Checklist, Start the Calculator.

Fix 3: Capture and Follow Up With Leads

Growing Authority brands need a simple follow up system. If people request a report, download a PDF, or use a tool, they should receive a helpful next step.

Visibility becomes growth when attention is captured and followed up.

Do this first

- Create one lead magnet that matches the page.
- Use a simple form to collect name and email.
- Send the matching report or resource.
- Follow up with one helpful email.
- Invite them to the next tool, product, or service.

Simple template

Follow up email: Here is your report. Your next best step is [action]. If you want help with [problem], start here: [link].

Your 7 Day Visibility Action Plan

Use this 7 day plan to strengthen trust, calls to action, and lead flow.

Day	Focus	Action
1	CTA audit	Check every button on your main page.
2	Proof	Move one proof point closer to your offer.
3	Lead capture	Add or improve one form or free report.
4	Follow up	Write a simple follow up email for new leads.
5	Tracking	Start tracking visits, clicks, and submissions.
6	Content	Post one proof based story or case example.
7	Conversion	Remove one extra step that makes action harder.

Score Based Checklist

Use this checklist to turn authority into stronger action.

- Each key page has one primary CTA.
- My proof is close to my offer.
- My buttons use clear action words.
- My lead capture form works.
- My report or freebie matches the page topic.
- I have a follow up email or response process.
- I track weekly leads and inquiries.
- I know the next paid or deeper offer after the free tool.

Your next best move

Your next best move is to improve conversion flow. You already have attention. Now make trust, lead capture, and follow up easier.

Educational use only. This report is for planning and clarity. It is not financial, legal, tax, or professional business advice.