MODULE 6: A WEBSITE THAT BOOKS

Redesign your inquiry form

Lesson: Inquiry forms and booking flows · about 15 minutes

Use these exercises to build a form that brings in more, better inquiries.

Your business (name, service, main city):

1. List every field on your current form and mark it keep, make optional or remove, with a reason for each.

2. Write budget ranges for a dropdown, built around your own package prices.

3. Write the one-line explanation under your form that tells people how you will use their details.

4. Draft your thank-you page: reply time, two useful links and an optional calendar link.

5. Write your automatic reply email, including your business name, mailing address and contact details.

6. **Record your current contact-page visits and form submissions so you can measure the change.**

Check: can you now

- Design an inquiry form of six to eight fields that lets you reply well the first time
- Set up a thank-you page and automatic reply that keep interest high
- Apply PIPEDA and CASL consent rules to form fields and newsletter sign-ups

One change you will make this week