PUBLIC EDITION / 24 OCTOBER 2026

Revenue Snapshot. Brickeye.

One contact step. Three practical tests.

An independent BIGWEB review of Brickeye's public website. Not commissioned or endorsed by Brickeye. No customer relationship or business results are claimed.

CONVERSION STEP

Contact form · brickeye.com/contact

PROPOSED GOAL

Proposed: help qualified buyers complete a relevant quote or demo enquiry. This goal has not been confirmed with Brickeye.

SCOPE

One conversion step: the public contact form. Homepage links were checked only to establish how visitors reach this step.

RESEARCH LIMITS

No analytics, CRM, customer interviews, form submissions or internal sales process were accessed. Recommendations are hypotheses; impact and effort are editorial estimates. No changes were made to Brickeye's website.

ChatGPT, Perplexity and Gemini response tests were not run for this public edition. No assistant responses, rankings or visibility scores are presented. A commissioned Revenue Snapshot includes those checks and a recorded walkthrough.

Source: brickeye.com/contact

01 / SUMMARY

Carry the buyer's intent all the way to the enquiry.

The homepage offers distinct quote and demo routes, but they arrive at a shared contact step. The strongest first test is to retain that intent, explain the information requested, and make the next step explicit. The live site already provides a phone alternative and a privacy link; keep both. This review identifies opportunities to test, not proven revenue losses.

01 / Keep quote and demo intent visible at the contact step.

Quote link > quote selected; demo link > demo selected. The visitor can change either.

02 / Test which of the seven required fields must come first.

Proposed test: five required fields; phone optional. Keep company type and project location for routing.

03 / Explain the handoff before asking for the enquiry.

An intent-specific request plus a clear, operationally verified next step.

IN THIS PUBLIC EDITION

+ Three findings tied to captured public evidence

+ Current wording separated from proposed changes

+ An implementation order and measurement plan

+ Sources, screenshots and explicit research limits

Potential impact and estimated effort express editorial priority. They are not measured performance scores.

ChatGPT, Perplexity and Gemini response tests were not run for this public edition. No assistant responses, rankings or visibility scores are presented. A commissioned Revenue Snapshot includes those checks and a recorded walkthrough.

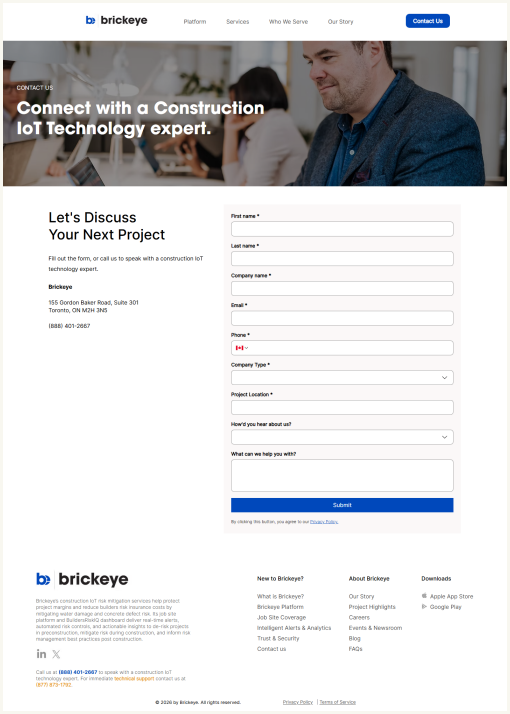
02 / FINDING 01

Keep quote and demo intent visible at the contact step.

POTENTIAL IMPACT: HIGH / ESTIMATED EFFORT: LOW

OBSERVED

Three homepage calls to action-one for a quote and two for a demo-link to the same /contact URL, without an intent parameter. The destination uses a general project heading and a generic submit button. There is no visible quote/demo selector in the captured form.



S2 · Contact page, desktop · captured 24 October 2026. S1 records the three incoming homepage links.

RECOMMENDED TEST

Keep one contact page, but pass an explicit intent value from each entry link. Show an editable Quote / Demo choice, adapt the heading and button, and store the chosen intent with the enquiry. Do not rely only on referrer data, which can be absent.

PROPOSED COPY / NOT LIVE

For the demo route: "See Brickeye for your project." Button: "Request my demo." For the quote route: "Discuss pricing for your project." Button: "Request my quote." Proposed copy only; not live on Brickeye.

VALIDATION

Compare server-confirmed valid enquiries per contact-page session, segmented by quote versus demo. Also track the share of enquiries sales accepts as qualified.

S1 / https://www.brickeye.com/

S2 / https://www.brickeye.com/contact

This change clarifies the handoff without changing qualification rules. Potential impact is an estimate based on proximity to the enquiry decision, not a measured uplift.

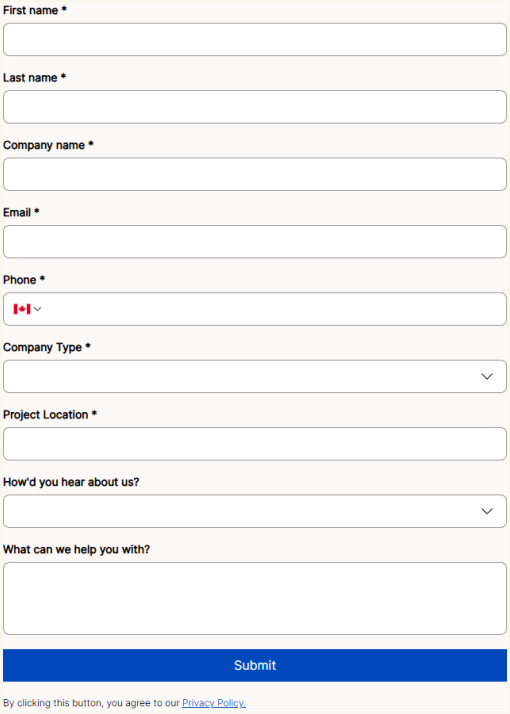
02 / FINDING 02

Test which of the seven required fields must come first.

POTENTIAL IMPACT: HIGH / ESTIMATED EFFORT: MEDIUM

OBSERVED

The captured form marks seven fields as required: first and last name, company, email, phone, company type and project location. Two further fields are optional. The requirement for a phone number is visible before submission.



S2 · Actual form capture · required markers are visible. The smaller form described above is a proposed experiment.

RECOMMENDED TEST

Ask sales which fields are essential for routing or eligibility. Test making phone optional and combining first/last name, while retaining company type and location if routing needs them. Move other qualification questions to a reply or confirmation step only when the process can support it.

PROPOSED COPY / NOT LIVE

Test fields: full name, work email, company, company type and project location. Optional phone helper: "Add a number if you prefer a call." Keep the existing phone contact route available.

VALIDATION

Measure form starts, valid submissions, spam and sales-accepted enquiries. Retain the change only if qualified enquiries per session improve without a material quality loss.

S2 / https://www.brickeye.com/contact

Enterprise teams may need location and company type to qualify a project. A shorter form that produces unusable leads is not a win. Confirm routing requirements before implementation.

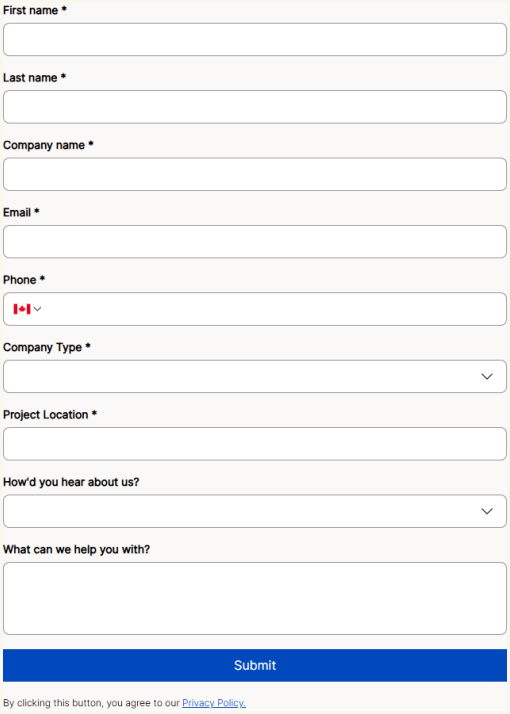
02 / FINDING 03

Explain the handoff before asking for the enquiry.

POTENTIAL IMPACT: MEDIUM / ESTIMATED EFFORT: LOW

OBSERVED

The captured contact step offers a form, a phone alternative and a privacy link. The visible form copy does not state who will reply, an expected response window, or whether a demo is scheduled immediately. Its button is labelled "Submit".



S2 · Actual form footer · no submission or post-submission experience was tested.

RECOMMENDED TEST

Add a short next-step note beside the button. State the real owner of the reply and a response window the team can meet. Explain that the request is reviewed before any meeting is arranged, if that matches the actual process. Use an intent-specific button label.

PROPOSED COPY / NOT LIVE

Draft for operational approval: "A construction technology specialist will review your project and email you about the next step." Add a response time only after sales confirms it. Do not imply an instant booking unless one is actually available.

VALIDATION

Track valid enquiries, median first human response time and enquiry-to-meeting conversion. Use actual response-time data to set any public service promise.

S2 / https://www.brickeye.com/contact

No form was submitted. Confirmation emails, scheduling options and response speed were not tested. The recommendation concerns the expectations visible before submission.

03 / EVIDENCE & LIMITS

What was verified. What remains unknown.

Public pages were inspected in Chromium on 24 October 2026. Original screenshots and a machine-readable evidence log accompany this review. Page content may change after capture.

Verified: entry routes

The three quote/demo links share the same contact URL. The evidence log retains each link label and destination.

Verified: form requirements

The screenshot shows seven required fields. Six are native required inputs; company type is a custom control with a visible required marker. No server validation was tested.

Not measured: commercial performance

Traffic, abandonment, lead quality, pipeline and revenue are unknown. No percentage lift or monetary loss can be inferred from this inspection.

Not run: AI assistant responses

ChatGPT, Perplexity and Gemini were not queried for this public edition. Website text and search results are not substitutes for captured assistant answers.

ORIGINAL SOURCES

S1 / https://www.brickeye.com/

S2 / https://www.brickeye.com/contact

Dated screenshots and evidence log in the web edition

PROPOSED AI RESEARCH / NOT RUN

For a commissioned AI read, run the same dated buyer prompts in each named assistant; retain full answers, model or interface, browsing status and citations. Report untested assistants as untested, and distinguish a brand-description prompt from an unprompted category recommendation.

Prompt: What does Brickeye do, and which types of buyer does it serve? Cite your sources.

Prompt: Which providers should a North American general contractor compare for construction water-leak risk mitigation, and why? Cite your sources.

04 / ACTION BRIEF

Make intent clear. Then test the qualification tradeoff.

FINDING 01

Web + sales: confirm existing routing, add an editable quote/demo intent and test its CRM mapping.

FINDING 03

Sales + copy: approve an accurate handoff note and matching request button; verify the real confirmation flow.

FINDING 02

Web + sales: agree essential fields, run the smaller-form test and compare qualified enquiry rates.

Suggested sequence, not a delivery promise: confirm routing and establish a baseline first; ship copy and intent together; change qualification fields as a separate experiment. Record release dates and avoid overlapping tests on the same small audience.

PRIMARY MEASURE AND SUPPORTING CHECKS

Primary: sales-accepted enquiries / eligible contact-page sessions, by entry intent and device. Supporting: form starts, server-confirmed valid enquiries, spam, first-response time and meeting rate. Compare comparable traffic periods, exclude staff and bots, and retain raw counts. Review after four weeks; extend if traffic is sparse. These events are a proposed plan, not existing instrumentation.

DECISION RULE

Do not declare a win from a handful of conversions. Check traffic mix and uncertainty; agree a minimum meaningful improvement and quality guardrail before starting. Without enough evidence, keep testing rather than report a revenue uplift.

This public edition contains the written review and evidence. The commissioned product also includes three-assistant response checks and a 15-minute recorded walkthrough; neither is represented as completed here.

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