

THE WEBSITE FORM AUDIT

Is Your Form **AI** **Ready?**

Your website form is your front door. When a visitor, or the AI assistant filling it out for them, gets stuck, that lead walks and you never even know. These 22 checks show you exactly where people and AI are being turned away.

22

CHECKPOINTS

Forms are the new front door.

You worked hard, and paid, for that traffic. But the second a visitor or their AI assistant hits a confusing field, a forced address dropdown, or a silent error, **they're gone. No alert. No second chance.** We've watched good businesses quietly lose real leads to a form nobody realized was broken. So here's the exact **22 point check we run before rebuilding a client's form**, so people *and* AI can both get through.

THE PLAN IN 3 STEPS

STEP 01 / AUDIT

Run the 22 checks

Walk your live form and tick every box it passes. The gaps are exactly where people and AI fall off.

STEP 02 / FIX

Clear each fail

Use the Gravity Forms and HubSpot tips inside to close every gap. Most are quick settings, not code.

STEP 03 / TEST

Prove it works

Run the 5 minute check with the keyboard, phone and a real AI agent, until the form completes end to end.

01 Labels & field structure

Agents and screen readers read the *label*, not the grey placeholder text that vanishes when you click in.

- ☐ Every field has a **visible text label** sitting above or beside it, not a placeholder used as the label, and not a hidden label.
- ☐ Required fields are **clearly marked**, and the meaning of any asterisk is explained.
- ☐ Related inputs (address, full name, choice groups) are **grouped together logically** rather than scattered.

GRAVITY FORMS

Set sub labels and descriptions to appear above the inputs. Never hide a field label; the editor throws an accessibility warning when you do.

HUBSPOT

In the new Forms editor, keep labels visible and don't lean on placeholder text to explain a field.

02 Use real, native inputs

Custom widgets built from clickable <div>s look fine but are invisible to keyboards and agents.

- ☐ Text, email, phone, date, radio, checkbox and dropdown are **standard HTML fields**, not styled divs or script only controls.
- ☐ Dropdowns are a **real select menu** reachable by keyboard; fancy combo boxes don't drop out of the tab order.
- ☐ Multiple choices use **checkboxes or radios**, not a clunky multi select box.

GRAVITY FORMS

Turn on HTML5 output and avoid the "Enhanced UI" on dropdowns; it removes the field from the keyboard tab order.

HUBSPOT

Prefer native form fields over custom coded modules whenever a standard field will do the job.

03 Address fields

This is the single most common thing that stops an AI agent cold.

- ☐ A user can **type an address manually**. You don't *force* them to pick from a Google autocomplete dropdown.
- ☐ If you use autocomplete, a **typed address still validates and submits** even when no suggestion is selected.
- ☐ **Autocomplete attributes** are enabled so browsers and agents can drop in known info (name, address, email).

04 Steps & conditional logic

Every extra step and hidden rule is another place a submission can silently die.

- ☐ “Next,” “Continue” and “Submit” buttons have **clear text**, not just an arrow or icon.
- ☐ Hidden or conditional fields are **not globally required**; a required field that's hidden will block submit with no visible reason.
- ☐ The form **shows progress** (“Step 2 of 5”) so people and agents know where they are.
- ☐ There's **no conditional logic on the submit button** itself.

GRAVITY FORMS

Use page breaks with a progress bar; keep conditional logic off the Submit button.

HUBSPOT

The new Forms editor now supports native steps *and* conditional logic, so use it instead of bolting on custom JavaScript.

05 Dates, files & special inputs

The “nice” custom widgets are usually the least operable ones.

- ☐ Date fields use a **standard date input** you can type into or pick, not a mouse only calendar.
- ☐ File uploads are **optional wherever possible**; a required upload blocks anyone who doesn't have the document handy.
- ☐ Any special format is **explained up front** in the field description (e.g. “MM/DD/YYYY”), not discovered by trial and error.

06 Bot protection on purpose

CAPTCHA is a tradeoff, not a default. It blocks AI agents and frustrates real users too.

- ☐ You've **made a deliberate choice** about CAPTCHA, knowing an invisible reCAPTCHA/hCaptcha will block helpful agents and some assistive tech users.
- ☐ Where possible you use a **honeypot or lightweight spam filter** instead of a hard challenge.
- ☐ If you keep a CAPTCHA, you **accept the tradeoff**: that form won't be completable by an agent.

07 Errors & validation

A vague red error with your data wiped out is where good leads give up.

- ☐ Error messages are **specific and tied to the field** ("Enter a 5 digit ZIP"), not a generic "Something went wrong."
- ☐ A single error **doesn't wipe** everything already entered.
- ☐ Errors are **announced and visible**, not signalled by red colour alone.

GRAVITY FORMS

Use Custom Validation Messages, turn the Validation Summary on, and place messages above the inputs.

RUN THE TEST

The 5 minute form check

- 1** Fill it out yourself on desktop and phone, and confirm the data actually lands where it should.
- 2** Try it with the keyboard only. Tab, Space and Enter. If you can't reach a field or submit, neither can an agent.
- 3** Run an AI browser agent end to end and note the exact step where it stalls.
- 4** Fix the first blocker, then run it again. Repeat until it completes start to finish.

Tally your checks, out of 22**0 to 8****Needs work**

Real leads are likely slipping through. Start with labels & native inputs.

9 to 16**Solid**

Good bones. Tighten address, steps & errors to close the gap.

17 to 22**AI ready**

Agents, keyboards & screen readers can all get through. Nice.

THE PAYOFF

Turn your form into a door that's **always open.**

We help niche businesses turn their websites into lead machines, and a leaking form is usually the first thing we fix. Run the checks, clear the fails, and watch the leads you already earned actually reach you. Want it done for you? That's exactly what we're here for.

WATCH NEXT

The full walkthrough on the Niche Your Business AI channel

WORK WITH US

Let's rebuild your form together at buildinganiche.com