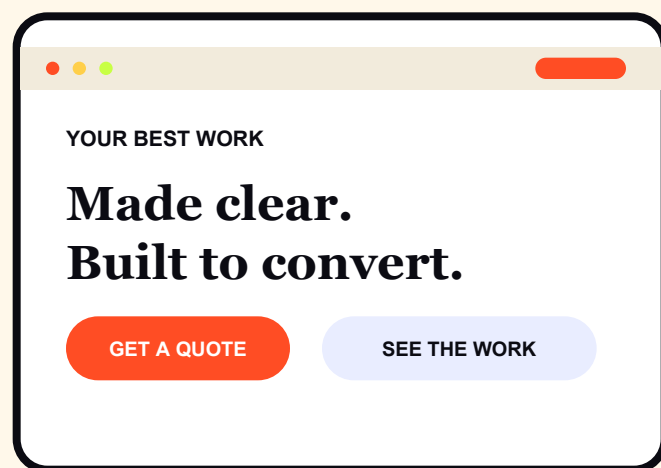


The Website That Wins Business

7 changes that turn more visitors into calls, bookings, and sales



INSIDE

- ✓ A 10-minute website scorecard
- ✓ A seven-day improvement plan
- ✓ Copy prompts you can use today

Your website has one job

Make the next good decision feel obvious. A strong website turns attention into trust, then gives that trust somewhere useful to go.

01

LAND

I know I am in the right place.

+

02

TRUST

I believe this business can help.

+

03

ACT

I know exactly what to do next.

HOW TO USE THIS GUIDE

- 1 Read the seven principles once.
- 2 Score your current website honestly.
- 3 Use the seven-day plan to fix the biggest leak first.

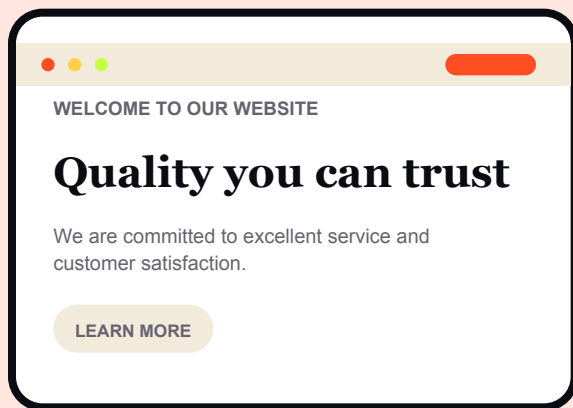
The quick truth

More traffic cannot rescue a confusing experience. Clarity, proof, and an easy next step come first.

01 Win the first screen

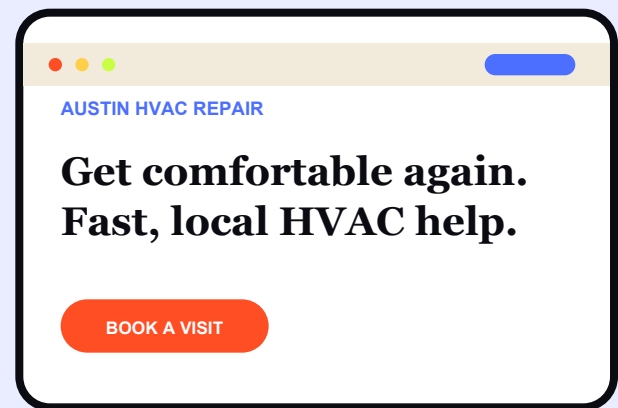
Your first screen should tell the right visitor what you do, who it is for, and how to take the next step without making them hunt.

BEFORE



Vague. Generic. No clear next step.

AFTER



Specific. Relevant. Easy to act on.

THE FIVE-SECOND CHECK

- ✓ What do you sell?
- ✓ Who is it for?
- ✓ Where do you serve?
- ✓ What should I do next?

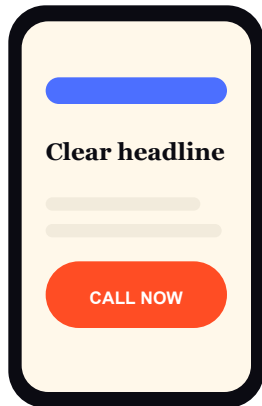
COPY RECIPE

Who you help + outcome you create + location + one clear action

02

Design for the phone

A mobile visitor should be able to understand, trust, and contact you with one thumb.



- ✓ Readable without zooming
- ✓ No sideways scrolling
- ✓ CTA stays easy to reach

03

Choose one action

Every important page needs one primary CTA. Secondary actions may support it, but they should not compete with it.

PRIMARY

BOOK A FREE WEBSITE AUDIT

SECONDARY

SEE RECENT WORK

Avoid a row of equal buttons. Too many choices make the visitor do strategy work that the page should do for them.

DO THIS TODAY

Open your homepage on your phone.

- ☐ Can you read the headline without pinching or zooming?
- ☐ Can you reach the main CTA with your thumb?
- ☐ Does the page feel fast and stable as it loads?

04 Put proof beside the promise

Do not make visitors collect evidence from three different pages. Place the right proof close to the claim it supports.

01

Specific testimonial

Name the problem, the experience, and the result. Keep the client's own voice.

02

Project snapshot

Show the work, explain the brief, and point out the thinking behind the result.

03

Trust signal

Use real credentials, guarantees, process details, or recognizable partnerships.

THE PROOF PROMPT

Ask a client this, then use their answer with permission:

"What changed for you after working with us, and what made the experience feel different?"

PLACE IT WELL: proof should appear near the service, claim, or CTA it supports.

05 Be the obvious local answer

Local SEO works best when a page is genuinely useful to the person searching, clear about the service, and precise about the area served.

A USEFUL LOCAL SERVICE PAGE

- 1 One real service**
Give each important service a focused page.
- 2 One real area**
State where you work naturally and accurately.
- 3 Helpful detail**
Explain process, timing, fit, and next steps.
- 4 Relevant proof**
Add local work, reviews, and photographs.
- 5 Consistent facts**
Keep name, address, phone, and hours aligned.

SEARCH PREVIEW

WEB LIFT UP

Website redesign for service businesses

Clear service. Relevant location. Useful reason to click.

SEO that helps people first.

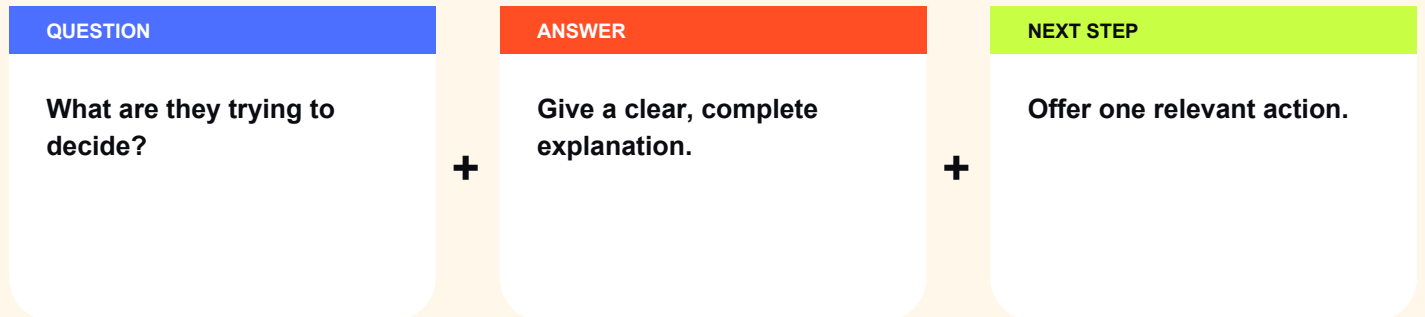
Use descriptive titles and headings. Link related pages. Add structured data only when it accurately describes what is visible on the page.

QUICK LOCAL CHECK

- | | |
|--|--|
| ☐ Can a visitor tell where you work? | ☐ Are business details consistent everywhere? |
| ☐ Does each important service have useful detail? | |

06 Publish answers people can use

Useful content earns attention by reducing uncertainty. Start with the real questions customers ask before they are ready to buy.



FOUR STRONG STARTING POINTS

- ✓ What does this service cost?
- ✓ How long does the process take?
- ✓ What should I compare before choosing?
- ✓ What mistakes should I avoid?

A SIMPLE CONTENT BRIEF

- | | |
|----------|------------------------------------|
| READER | Who is this answer for? |
| DECISION | What are they trying to choose? |
| EVIDENCE | What real examples can you show? |
| ACTION | What should they do after reading? |

Do not publish filler.

One specific, honest answer is more useful than a pile of generic posts.

07 Make contacting you feel easy

A contact form is not an intake interview. Ask only what you need to begin a useful conversation, then explain what happens next.

TOO MUCH, TOO SOON

Feels like work before trust exists.

A BETTER FIRST STEP

START THE CONVERSATION

Next: we will review your note and reply with a useful first recommendation.

BEFORE YOU CALL IT DONE



Test the form on a real phone.



Confirm the success message appears.



Check the notification reaches the right inbox.



Offer a clear phone or email alternative.

How hard is your website working?

Give yourself one point for every honest yes. Do not overthink it. The lowest-scoring section is the best place to begin.

CLARITY

- ☐ The first screen says what we do and who it is for.
- ☐ The main headline is specific, not generic.

MOBILE

- ☐ The key message is readable without zooming.
- ☐ The page loads smoothly and feels stable.

ACTION

- ☐ Every important page has one primary CTA.
- ☐ The main CTA uses clear, specific language.

PROOF

- ☐ Evidence appears close to the claims it supports.
- ☐ Testimonials and examples are real and specific.

SEARCH

- ☐ Service and location details are accurate and clear.
- ☐ Titles, headings, and internal links describe the page well.

CONTENT

- ☐ Our content answers real customer questions.
- ☐ Every article offers a relevant next step.

CONTACT

- ☐ Our form asks only for what we need to reply.
- ☐ We have tested the full contact flow on a phone.

YOUR SCORE

———— / 14

12-14 READY

8-11 BUILD

0-7 FIX LEAKS

Circle the lowest section. That is tomorrow's first task.

One focused improvement each day

Small, connected changes beat a random redesign sprint. Keep the promise clear, add proof, and make the next step easier.

DAY 1

Rewrite the first screen

Use the who + outcome + location + action recipe.



DAY 2

Fix the mobile path

Test the headline, CTA, spacing, and contact flow on a phone.



DAY 3

Choose the primary CTA

Make the action consistent across your most important pages.



DAY 4

Add proof where it matters

Pair one real review, example, or credential with a key claim.



DAY 5

Strengthen one local page

Add accurate service, area, process, proof, and contact details.



DAY 6

Answer one buyer question

Publish one useful article with a relevant next step.



DAY 7

Test the whole journey

Land, understand, trust, act, submit, and confirm the reply path.



Want a second set of eyes?

Get a clear, practical website audit from Web Lift Up.

webliftup.com/audit

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