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# 6 Ways to Generate More Customers From Your Website



Focus on Your Customers,  
Not Your Company

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A common trap businesses fall into is filling their website with content that's all about them, detailing exactly how great their company is.

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“We are experts in vehicle servicing and MOT testing”

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Nobody likes someone who only ever talks about themselves! It's time to switch up your approach and focus on your customers, the problems they face, and how your business can provide solutions.

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“Avoid expensive repair costs.  
We keep your car running  
at it’s very best!”

A large, bold, orange number '2' is centered on the page, serving as a background for the main text.

Highlight the Benefits of  
Your Product or Service.

Be proud of what you have to offer and make it clear that you're the best choice.



“Over 100 years of combined  
workshop experience”

This may be as simple as pointing out your unique selling points and how you're going to change that visitors life.

Give them the feeling that they'd be foolish to go anywhere else.

“We have access to the finest quality parts in our new state of the art workshop”

A large, stylized number '3' in a teal color, centered on the page. The number is composed of three horizontal bands, with the top and bottom bands being wider than the middle band. The text 'Define a Clear User Journey' is overlaid on the middle band of the number.

# Define a Clear User Journey

A new visitor has arrived on your website. Great!

**Now what?**

Never leave a visitor guessing where to go next.

Defining a clear and simple user journey from arriving to converting is crucial in turning visitors into happy customers. Guide your visitors down the path you want them to take and make sure there's no obvious exit points along the way.

# BAD JOURNEY



# GOOD JOURNEY







# Write Enticing Call-To-Actions



[Click Here](#)



4

Start Saving Money

A large, bold, orange number '5' is centered on a dark teal background. The number is the primary visual element of the page.

Create a Great First Impression

You should never judge a book by it's cover  
but people will definitely judge your business  
by your website.

“40% of online shoppers  
abandon a site that takes  
more than 3 seconds to load”



Creating a great first impression, no matter what page a visitor arrives on is an important step in seeing that visitor become a customer. This is made up of a number of things, from layout and design, to how quickly a page loads.

“44% of online shoppers  
will tell a friend about  
a bad experience”



Build Confidence  
with Reviews & Testimonials

Never underestimate the power of social proof, prominent reviews, testimonials and case studies. These tactics go a long way towards easing the concerns of visitors and shaping their opinions.

“62% of people are more likely to do business with a company after reading a positive review”

5 star ratings on well known services like TrustPilot and Google Reviews could be the difference between that visitor leaving or becoming your best ever customer.

“Positive reviews can help  
boost your position in  
search results”



**Speak to Us**

We Can Generate You  
Even More Business

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