



Build a Website That Wins Customers (Australia)

A plain-English guide for Australian small businesses on building a website that loads fast, builds trust and turns visitors into real enquiries.

A website that wins customers in Australia isn't the one with the slickest animation — it's the one that loads on a phone in regional NSW, shows a real ABN and local number, and makes it dead easy to get in touch. Most people who land on your site are deciding in seconds whether you're a real, trustworthy local business.

This guide walks through how to build a site that generates enquiries, not just compliments. It's written for owners of Australian small businesses — the trades, clinics, cafes, consultants and shops doing the work themselves — with the local rules, expectations and trust signals that actually move the needle here.

1. Get the basics an Australian customer expects

Before anything fancy, an Australian visitor is quietly checking that you're legitimate. Show your ABN (or ACN), a real local phone number, and a genuine physical or service address — even “servicing Greater Brisbane” beats nothing. A **.com.au** domain signals you're an established local business and requires a valid ABN to register, which customers instinctively trust. List your real trading hours in Australian time. These small honest details do more for conversion than any stock photo.

2. Make it fast and mobile-first

The majority of Australian web traffic is on mobile, and plenty of it runs over patchy regional or mobile-data connections. Design for the phone first: large tap targets, a click-to-call button up top, and a layout that doesn't need pinching. Keep pages light — compress images, avoid heavy auto-playing video. If your site takes more than a few seconds to load on 4G in the bush, you've lost the enquiry before the page even appears.

3. Build trust that works in Australia

Australians research before they buy, and they trust peers over slogans. Surface real **Google reviews** and **ProductReview.com.au** ratings, and use local case studies with real suburbs and industries. Show any genuine licences, memberships or accreditations relevant to your trade. Keep every claim honest — under **Australian Consumer Law**, misleading claims, fake scarcity and dodgy “was/now” pricing can land you in real trouble with the ACCC. Truthful proof converts better anyway.

4. Make enquiring effortless — and accessible

Every page should answer “how do I get in touch?” without scrolling around. Offer a short enquiry form (name, contact, message — nothing more than you need), a tap-to-call number, and a way to reach you the way your customers prefer. State pricing or at least a clear “from A\$...” range so people self-qualify. And build it accessibly: proper colour contrast, text that scales, alt text on images and keyboard-friendly forms.

The four things every enquiry-generating Australian site gets right.

Page / element	Why it matters	Get it right by
Home page	It's the first impression and decides if you seem legit and local within seconds.	Stating clearly what you do, where you serve, and showing a phone number plus a trust signal above the fold.

Page / element	Why it matters	Get it right by
Contact / enquiry	This is where the enquiry actually happens — friction here costs you jobs.	Adding a short form, a tap-to-call number, your address and ABN, and replying promptly during stated hours.
Services / pricing	Vague pricing makes people leave instead of calling.	Listing services plainly with a “from A\$...” range, and keeping every claim accurate under Australian Consumer Law.
Proof (reviews, case studies)	Australians trust peers — real proof beats any sales pitch.	Embedding genuine Google and ProductReview.com.au reviews and local case studies you have permission to share.

Common questions

How much should a website cost in Australia?

It varies widely. A simple DIY site on a builder can cost a few hundred dollars a year, while a professionally designed small-business site typically runs from around A\$2,000 to A\$8,000+ depending on pages, features and content. The cheapest option isn't always the best value — what matters is whether the site actually generates enquiries. Always get a clear written quote in A\$.

Do I need a .com.au domain?

For most Australian businesses, yes — it signals you're a genuine local operation and requires a valid ABN or ACN to register, which builds instant trust. You can also hold the matching .com to protect your brand. If you trade only locally, .com.au is the one your customers expect to see.

Should I use a DIY website builder or hire a developer?

A DIY builder can work for a very simple site if you have the time and an eye for detail. But many owners spend hours fighting templates and still end up with a slow, generic site that doesn't convert. A good developer gets you a fast, accessible, enquiry-focused site and frees you to run your business. Weigh the cost of your own time, not just the sticker price.

How do I get found on Google?

A great-looking site that nobody finds won't win customers. You need solid search foundations — clear page content, a Google Business Profile, local keywords and fast load times. See our small business marketing guide to go deeper on getting found.

What actually makes a website convert visitors into enquiries?

Speed, trust and ease of contact. A fast mobile load, a real phone number and ABN, honest reviews, clear pricing, and a short enquiry form on every page do far more than fancy design. Make it obvious what you do, that you're a real local business, and exactly how to get in touch — then reply quickly.

Do I need to show prices on my website?

You don't have to, but showing at least a “from A\$...” range helps people self-qualify and reduces time-wasting enquiries. If you do show prices, they must be accurate and include GST where it applies — under Australian Consumer Law, prices must show the total minimum cost a customer will pay.

Read the full interactive guide, with a free tool, at cmbeyer.com — or ask Bea to build a package for your business.