



Build a Website That Wins Customers

A website that generates enquiries, not just looks nice — the conversion essentials.

FREE GUIDE · FOR INFORMATION & EDUCATION

Build a Website That Wins Customers

A pretty website that doesn't convert is a cost, not an asset. Most small-business sites lose enquiries at predictable points. Fix those and the same traffic starts producing work.

1. Be instantly clear

Within five seconds a visitor must know what you do, for whom, and what to do next. Confusion is the most expensive thing on a website.

2. Make the next step obvious

One primary call to action per page — call, book, or quote — visible and repeated. Don't bury it under five competing buttons.

3. Earn trust

Reviews, real photos, proof, and clear pricing or a 'how it works'. People buy from businesses other people trust.

4. Be fast & work on a phone

Most visitors are on mobile. Speed and mobile usability directly affect how many of them become enquiries.

The 7-point website scorecard

Clear **visitor knows what you do in 5 seconds**
Action **one clear call to action above the fold**
Trust **reviews/proof and contact details visible**
Fast **loads quickly and works on mobile**

Five mistakes that quietly lose sales

- No clear next step.
- Slow to load.
- Hidden contact details.
- No proof or reviews.
- Walls of text nobody reads.

This guide is general information from CM Beyer Limited, a UK marketing and business-management consultancy — not advice tailored to your specific situation; figures are illustrative starting points. Read it online, with the interactive tools, at cmbeyer.co.uk/resources/.