



HOW TO GET MORE CUSTOMERS FROM YOUR WEBSITE

A simple guide for local business owners to turn their website into a lead-generating machine — without complicated tech or big marketing budgets.

BY FRESH START DIGITAL MARKETING

WELCOME!

Hi There!

Your website can (and should) be your best salesperson — available 24/7, bringing in new leads and customers consistently.

Unfortunately, a lot of business websites aren't set up to do that. The good news? It doesn't take a complete website rebuild or a huge marketing budget to fix it.

In this short guide, you'll learn a few simple ways to make your website work harder for your business — and start bringing in more customers.

Chris & Megan

FRESH START DIGITAL MARKETING

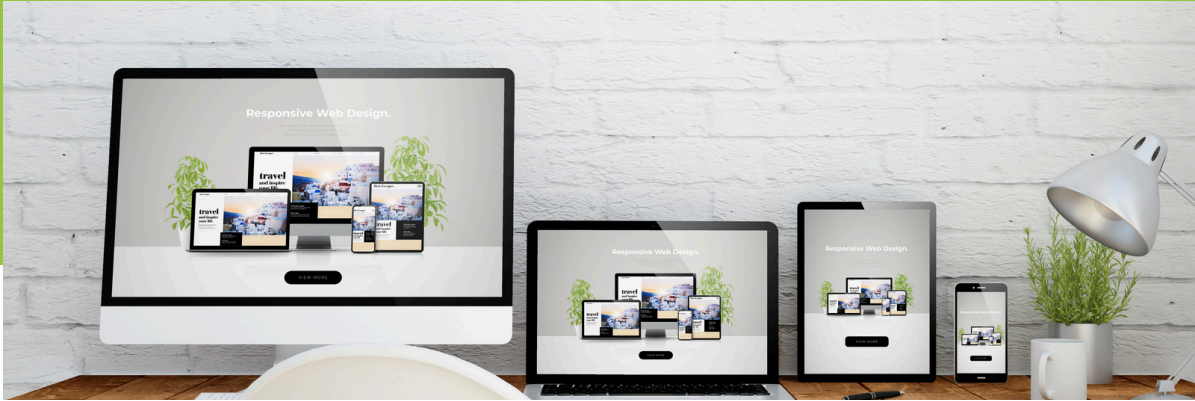
ABOUT US

At Fresh Start Digital Marketing, we design results-driven websites backed by expert support and local SEO that helps you get found.

We're your friendly web team based in Moncton — and we love helping local businesses shine online.



HOW TO GET MORE CUSTOMERS FROM YOUR WEBSITE



01 MAKE IT CRYSTAL CLEAR WHAT YOU DO

Confused visitors don't become customers. When someone lands on your website, they should immediately know:

- What you offer
- Who you help
- How to take the next step

Quick Fix:

Add a clear headline near the top that explains exactly what you do. Ex: "Trusted Landscaping Services in Moncton — Free Estimates Available."

02 MAKE IT EASY TO CONTACT YOU

If people can't easily reach you, they won't. Your website should have:

- A simple contact form
- Click-to-call phone number (especially on mobile)
- Clear call-to-action buttons ("Book Now", "Get a Free Quote", etc.)

Quick Fix:

Put your phone number and main call-to-action button near the top of every page.

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03 BUILD TRUST RIGHT AWAY

People need to feel safe choosing you. Ways to build trust:

- Customer testimonials
- Google reviews
- Certifications, awards, memberships
- Photos of your team or work

Quick Fix:

Add at least 3 strong customer testimonials to your homepage.

04 GET FOUND ON GOOGLE

If they can't find you, they can't hire you. Local SEO helps your website appear when customers search for your service.

Quick Fix:

- Claim and fully fill out your Google Business Profile.
 - Use your location and main service keywords in your website headings.
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05 SPEED & MOBILE MATTER

A slow or clunky website drives people away.

Quick Fix:

- Make sure your website loads in under 3 seconds.
- Check that everything works well on mobile phones.

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QUICK SELF-CHECK SCORECARD

- ☐ Clear headline explains what you do
- ☐ Easy to contact you (form, phone, buttons)
- ☐ Customer testimonials displayed
- ☐ Google Business Profile fully set up
- ☐ Keywords included on your website
- ☐ Fast loading & mobile-friendly

NEXT STEP

Want a more detailed review of how your website is performing? We're offering a Free Website Review & Visibility Check for local businesses. We'll take a quick look at your website and show you:

- How well you're showing up in Google
- What simple fixes could help you bring in more leads
- Action steps to grow your business

👉 [Click Here To Get Your Free Website Review](#)