

# 10 PROVEN STRATEGIES TO GET MORE CUSTOMERS ONLINE

## Free Business Growth Guide

A practical guide for business owners who want their digital presence to generate real opportunities.



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## INTRODUCTION

# Why More Traffic Is Not Always the Answer

**The goal is not simply to get more people to your website. It is to help the right people understand, trust and choose your business.**

A lot of businesses approach online growth in the same way: get more visitors, post more often, run more ads and hope the numbers improve. Sometimes that works. Often, it creates more activity without creating enough business.

The bigger opportunity is to look at the whole journey. What does a potential customer see first? Do they understand what you offer? Can they quickly see why it matters to them? Is there an easy next step? And what happens after they make an enquiry?

This guide brings those questions together into ten practical strategies. They are deliberately written in plain language. You do not need to be a marketing expert or a technology specialist to use them.

You also do not need to rebuild everything at once. In many cases, a few well-chosen improvements to your website, messaging, lead capture and follow-up can make the digital experience much clearer.

### A SIMPLE WAY TO USE THIS GUIDE

Use this guide as a working document. Pick one strategy at a time, look at your current situation honestly, and write down the next action you can actually take.

## Before You Start

- Keep your ideal customer in mind while reading each strategy.
- Use your real website, forms, campaigns and sales process as examples.
- Do not try to fix everything at once. Prioritise the changes closest to revenue or customer experience.
- If you are unsure about a technical issue, record it as a question rather than guessing.

## The 10 Strategies

1. Clarify Your Digital Positioning
2. Build Your Website Around Customer Intent
3. Create Pages That Give People a Reason to Act
4. Make the Conversion Journey Obvious
5. Build a Lead Generation System, Not Just a Contact Form
6. Use Content to Answer Real Customer Questions
7. Build Trust Before Asking for the Sale
8. Connect Your CRM and Follow-Up Process
9. Use AI and Automation Where They Actually Help
10. Measure, Learn and Improve

## STRATEGY 1 OF 10

## Clarify Your Digital Positioning

**If people cannot quickly understand what you do and who you help, everything else becomes harder.**

Your website may be beautifully designed, but if a visitor has to work out what your business actually offers, you have already created friction. Good positioning makes the right people feel that they have arrived at the right place.

### Start with one clear sentence

Try completing this sentence:

**POSITIONING PROMPT**

We help [type of customer] achieve [important outcome] through [your product, service or approach].

It does not have to become your final headline. Its job is to help you get clear about your audience, value and outcome.

### Check your homepage

| ✓                        | CHECK                                                                          |
|--------------------------|--------------------------------------------------------------------------------|
| <input type="checkbox"/> | Can a first-time visitor understand what you do within a few seconds?          |
| <input type="checkbox"/> | Is it obvious who your main customer is?                                       |
| <input type="checkbox"/> | Does the headline focus on a customer need rather than only your company name? |
| <input type="checkbox"/> | Are your main services easy to find?                                           |
| <input type="checkbox"/> | Is there a clear next step for someone who is interested?                      |
| <input type="checkbox"/> | Does the page use language your customers actually use?                        |

### Avoid the 'we do everything' problem

Businesses often list every capability they have. The result can be a page that is technically complete but commercially unclear. Your website does not need to tell everyone everything on the first screen. It needs to help the right visitor understand where they fit.

## A practical exercise

Ask three people who know your business but are not involved in your marketing to look at your homepage for 15 seconds. Then ask: 'What do you think we do, who do you think we do it for, and what would you do next?' Their answers can reveal gaps that are difficult to see when you work inside the business.

### KEY TAKEAWAY

Clear positioning does not mean making your business sound smaller. It means making the value easier to understand.

## STRATEGY 2 OF 10

## Build Your Website Around Customer Intent

**A good website answers the questions visitors have at each stage of their decision.**

People rarely arrive at a website with exactly the same need. One visitor may be comparing providers. Another may be looking for a specific service. Someone else may simply be trying to understand whether your company can solve a problem.

### Think in questions, not just pages

- What does this company do?
- Is this relevant to my business?
- Can they solve my specific problem?
- Can I trust them?
- How does the service work?
- What does it cost or how do I get a quotation?
- What should I do next?

### Match pages to decisions

| Page                   | Primary job                                                              |
|------------------------|--------------------------------------------------------------------------|
| Homepage               | Who you help, what you do and why someone should explore further         |
| Service page           | What the service solves, who it is for, how it works and what to do next |
| About page             | Why the business exists, how it works and why visitors can trust it      |
| Case study / work      | Evidence of what you have actually delivered                             |
| Resource               | Useful information that helps the visitor make a better decision         |
| Contact / project page | A simple path to start a conversation                                    |

### Reduce unnecessary clicks

If a visitor needs to open four pages just to understand one service, the journey is doing too much work. Strong navigation is not about having more menu items. It is about making the next useful step obvious.

### Quick website test

| ✓                        | CHECK                                                                 |
|--------------------------|-----------------------------------------------------------------------|
| <input type="checkbox"/> | Choose one important service.                                         |
| <input type="checkbox"/> | Pretend you are a new visitor who knows nothing about your company.   |
| <input type="checkbox"/> | Can you reach the relevant information in two or three logical steps? |

|                          |                                                        |
|--------------------------|--------------------------------------------------------|
| <input type="checkbox"/> | Can you find the next action without searching for it? |
| <input type="checkbox"/> | Does each page naturally lead to the next question?    |

**KEY TAKEAWAY**

Build around the customer's decision process, not around the way your internal departments are organised.

## STRATEGY 3 OF 10

# Create Pages That Give People a Reason to Act

**A website page should not only explain. It should help the visitor decide what to do next.**

Many service websites stop at 'Here is what we do.' The visitor is then left to decide what to do with that information. A stronger page continues the conversation: here is the problem, here is how we help, here is what the process looks like, here is evidence, and here is the next step.

## A simple service-page structure

11. Start with the customer's problem or desired outcome.
12. Explain the service in plain language.
13. Show the main benefits or areas covered.
14. Explain how the engagement works.
15. Add relevant proof: work examples, credentials, process details or genuine testimonials.
16. Answer common questions or objections.
17. Give the visitor a clear next step.

## Use calls to action that match intent

| Visitor intent      | Possible CTA                                            |
|---------------------|---------------------------------------------------------|
| Early-stage visitor | Explore the service / Read the guide / See how it works |
| Interested visitor  | Request an audit / Book a consultation / Ask a question |
| High-intent visitor | Start a project / Request a proposal / Get a quotation  |

## Avoid asking for too much too soon

A visitor who has just discovered your company may not be ready to fill out a long form. Give them a lower-friction option where appropriate: a useful guide, a short audit request or a simple enquiry. The right call to action depends on the page and the visitor's likely intent.

## Make the next step visually obvious

Use consistent button language, place important actions where people can see them, and avoid giving every button a different purpose. Consistency reduces decision-making effort.

### KEY TAKEAWAY

The best CTA is not necessarily the most aggressive one. It is the one that makes sense for where the visitor is in their decision.

## STRATEGY 4 OF 10

## Make the Conversion Journey Obvious

Interest becomes an enquiry when the path from 'this looks useful' to 'I want to talk' is simple.

Conversion is often treated as a button problem. In reality, it is a journey problem. A visitor needs enough clarity, confidence and convenience to take the next step.

### Look for friction

- The visitor does not know what to do next.
- The form asks for too much information.
- The CTA is hidden below long sections of content.
- The service page does not explain what happens after an enquiry.
- There is no obvious way to ask a simple question.
- The website feels different on mobile.
- The visitor is asked to commit before enough trust has been established.

### Build a simple conversion path

#### A BASIC CONVERSION JOURNEY

Visitor → Relevant page → Useful information → Trust → Clear CTA → Simple form → Immediate confirmation → Follow-up

### Your confirmation matters too

After someone submits a form, do not let the experience end with a generic 'Thank you.' Tell them what happens next. For example: when they can expect a response, what information may be needed, or where they can find a useful resource in the meantime.

### Check your forms

| ✓                        | CHECK                                                      |
|--------------------------|------------------------------------------------------------|
| <input type="checkbox"/> | Only ask for information you genuinely need at this stage. |
| <input type="checkbox"/> | Make required fields obvious.                              |
| <input type="checkbox"/> | Use clear field labels.                                    |
| <input type="checkbox"/> | Make the form comfortable to complete on mobile.           |
| <input type="checkbox"/> | Show a clear success message.                              |
| <input type="checkbox"/> | Send an acknowledgement email where appropriate.           |
| <input type="checkbox"/> | Make sure the enquiry reaches the right person.            |

## A useful question

Complete this sentence: 'If someone submits our form today, the next thing that happens is \_\_\_\_\_. ' If the answer is unclear, the conversion system needs attention.

### KEY TAKEAWAY

A conversion journey should feel like a helpful next step, not a hurdle the visitor has to overcome.

## STRATEGY 5 OF 10

# Build a Lead Generation System, Not Just a Contact Form

**A contact form is a tool. Lead generation is the system around it.**

If your only plan is 'put a contact form on the website,' you are relying on visitors to already be convinced. A lead-generation system gives people several sensible ways to move from interest to conversation.

## Think beyond the website

- Organic search can bring people looking for answers.
- Social content can create awareness and demonstrate expertise.
- Paid campaigns can bring targeted visitors to focused landing pages.
- Free resources can capture interest from people who are not ready to buy.
- Email follow-up can continue the conversation after the first interaction.
- Referrals and partnerships can bring high-intent visitors.

## Create a simple lead ladder

| Stage             | Example action                                           |
|-------------------|----------------------------------------------------------|
| Low commitment    | Read an article, use a checklist, download a guide       |
| Medium commitment | Request an audit, ask a question, attend a session       |
| High commitment   | Book a consultation, request a proposal, start a project |

## Give your best prospects a reason to identify themselves

A useful resource can be a much easier first step than a sales call. The important part is relevance. A generic PDF downloaded by everyone is less useful than a practical resource designed for a real business problem.

## Track source and intent

Where possible, know how a lead arrived, which page they viewed, which resource they requested and what they asked for. This makes follow-up more relevant and helps you understand which channels are producing useful conversations.

### KEY TAKEAWAY

The objective is not to collect the maximum number of leads. It is to create a repeatable path for attracting and developing the right opportunities.

## STRATEGY 6 OF 10

## Use Content to Answer Real Customer Questions

**Useful content earns attention because it helps people solve something before they buy anything.**

Content does not have to mean publishing something every day. For many businesses, a smaller number of useful pieces is more valuable than a large volume of generic posts.

### Start with questions your sales team hears

- What does this service actually include?
- How long does it take?
- What information do I need to provide?
- How is this different from doing it myself?
- What should I look for when choosing a provider?
- What mistakes should I avoid?
- What does a typical implementation look like?

### Turn one answer into several assets

A strong answer can become a website article, LinkedIn post, short video, checklist, email or FAQ. This is more efficient than constantly searching for completely new topics.

### A practical content framework

| Content type | Purpose                                              |
|--------------|------------------------------------------------------|
| Teach        | Explain a concept your customer needs to understand. |
| Diagnose     | Help them recognise a problem or opportunity.        |
| Demonstrate  | Show how something works or what you have delivered. |
| Compare      | Explain meaningful differences between approaches.   |
| Guide        | Give a practical step-by-step process.               |
| Invite       | Offer a relevant next step when they are ready.      |

### Keep the language human

Write as if you are explaining the subject to an intelligent client sitting across the table. Avoid unnecessary jargon, exaggerated claims and paragraphs that say a lot without saying anything useful.

## Before publishing

| ✓                        | CHECK                                                                        |
|--------------------------|------------------------------------------------------------------------------|
| <input type="checkbox"/> | Does this answer a real customer question?                                   |
| <input type="checkbox"/> | Is the advice specific enough to be useful?                                  |
| <input type="checkbox"/> | Can a reader act on at least one idea?                                       |
| <input type="checkbox"/> | Does the content sound like your company rather than generic marketing copy? |
| <input type="checkbox"/> | Is there a natural next step for someone who wants more help?                |

### KEY TAKEAWAY

Good content does not have to sell immediately. Its first job is to make the reader think, 'This is useful.'

## STRATEGY 7 OF 10

## Build Trust Before Asking for the Sale

**People need enough confidence in your business to take the next step.**

Trust is built through many small signals. A polished logo alone does not create it. Visitors look for evidence that you understand their problem, can deliver what you promise and are straightforward to deal with.

### Useful trust signals

- Clear explanation of your services
- Relevant examples of actual work
- Genuine client testimonials where permission has been given
- Professional contact information
- Clear process and expectations
- Relevant qualifications, certifications or memberships
- Useful educational content
- Transparent policies and terms
- Consistent branding and communication

### Show, don't just claim

Instead of saying 'we deliver exceptional solutions,' show what you actually did. Explain the business challenge, what was built or changed, and what the engagement involved. Evidence is usually more useful than adjectives.

### Be careful with numbers

Do not add impressive-looking statistics simply because they make a page sound stronger. Use numbers only when they are real, current and relevant. The same principle applies to testimonials, client logos, awards and case-study results.

### Review your trust journey

| ✓                        | CHECK                                                                             |
|--------------------------|-----------------------------------------------------------------------------------|
| <input type="checkbox"/> | Does the homepage look credible to someone seeing the company for the first time? |
| <input type="checkbox"/> | Can visitors find real examples of your work?                                     |
| <input type="checkbox"/> | Is it clear who they will be dealing with?                                        |
| <input type="checkbox"/> | Are your claims supported by evidence where appropriate?                          |
| <input type="checkbox"/> | Are your policies and business details easy to find?                              |
| <input type="checkbox"/> | Does the website feel maintained and current?                                     |

### KEY TAKEAWAY

Trust is not one section of your website. It is the feeling created by the whole experience.

## STRATEGY 8 OF 10

## Connect Your CRM and Follow-Up Process

**A good lead can be lost simply because nobody follows up consistently.**

Once leads start coming in, the next challenge is managing them. A website can capture an enquiry perfectly and still fail commercially if the enquiry sits in an inbox, gets forgotten or receives an inconsistent response.

### Start with a simple lead process

18. Lead arrives through form, call, email, campaign or another channel.
19. Lead details are captured in one place.
20. Lead is categorised by type or requirement.
21. An acknowledgement or first response is sent.
22. The responsible person follows up.
23. The outcome is recorded.
24. The lead is moved to the next stage or given a sensible future follow-up.

### What a CRM can help with

- Keeping customer information in one place
- Recording conversations and activities
- Assigning leads to team members
- Creating reminders and follow-up tasks
- Tracking lead stages
- Reporting on sources and outcomes

### Do not automate a broken process

Technology can make a good process faster. It can also make a bad process more complicated. First define what should happen manually. Then decide which parts should be automated.

### A simple CRM review

| ✓                        | CHECK                                                  |
|--------------------------|--------------------------------------------------------|
| <input type="checkbox"/> | Do we know where every new enquiry comes from?         |
| <input type="checkbox"/> | Does every enquiry have an owner?                      |
| <input type="checkbox"/> | Can we see the current status of each lead?            |
| <input type="checkbox"/> | Are follow-up dates recorded?                          |
| <input type="checkbox"/> | Can we identify leads that have gone quiet?            |
| <input type="checkbox"/> | Can we see which sources produce useful opportunities? |

### KEY TAKEAWAY

The value of a lead-generation system is not just getting the lead. It is what happens after the lead arrives.

## STRATEGY 9 OF 10

# Use AI and Automation Where They Actually Help

**The best automation removes repetitive work while keeping important human decisions in the right places.**

AI and automation are useful, but they are not magic buttons. The most practical opportunities are usually tasks that are repetitive, rules-based, time-consuming or dependent on moving information from one system to another.

## Look for these signals

- The same information is entered more than once.
- A team member sends the same type of message repeatedly.
- Leads wait too long for a basic response.
- Reports are assembled manually every week.
- Data has to be copied between tools.
- Routine reminders are easy to forget.
- Customers repeatedly ask the same basic questions.

## Good candidates for automation

| Area                   | Possible use                                           |
|------------------------|--------------------------------------------------------|
| Lead capture           | Send form data to CRM and notify the right person.     |
| Acknowledgement        | Send an immediate confirmation after an enquiry.       |
| Follow-up              | Create reminders or structured follow-up sequences.    |
| Reporting              | Collect information and prepare recurring summaries.   |
| Content support        | Help draft, organise or repurpose content for review.  |
| Customer communication | Trigger routine notifications based on defined events. |

## Keep humans where judgement matters

Important commercial decisions, sensitive customer conversations and final approval of important content may still need a person. The aim is not to remove people from the process. It is to reduce avoidable repetitive work so people can spend more time on decisions and customers.

## Start small

Choose one process that happens frequently and has a clear input and output. Improve that process first. Once it works reliably, look for the next opportunity.

### KEY TAKEAWAY

Do not ask, 'Where can we use AI?' Ask, 'Where are we spending time on work that a system could reliably assist with?'

## STRATEGY 10 OF 10

## Measure, Learn and Improve

**Digital growth is not a one-time launch. It is a process of learning what works and improving it.**

A website can be launched, a campaign can be switched on and a lead form can be connected. None of those actions tells you whether the system is actually helping the business. You need a small set of useful signals.

### Start with business questions

- Are the right people finding us?
- Are visitors engaging with important pages?
- Are enquiries increasing or improving in quality?
- Which sources are producing useful leads?
- Where are potential customers dropping out?
- How quickly are we following up?
- Which services or topics attract the most relevant interest?

### Avoid dashboard overload

You do not need to track every available metric. Choose a small group that helps you make decisions. For example, a service business might track qualified enquiries, enquiry source, conversion to consultation, response time and opportunity value.

### Run small improvement cycles

25. Identify one problem or opportunity.
26. Make one meaningful change.
27. Give it enough time or traffic to produce useful observations.
28. Compare the result with the previous situation.
29. Keep, refine or reverse the change.
30. Move to the next priority.

### Keep a simple improvement log

| Field             | What to record                           |
|-------------------|------------------------------------------|
| Problem observed  | What is not working or could be better?  |
| Change made       | What exactly did we change?              |
| Date              | When was the change made?                |
| Signal to watch   | What should improve if the change helps? |
| Result / learning | What did we learn?                       |

### KEY TAKEAWAY

The goal of measurement is not to produce more reports. It is to make better decisions.

## SELF-ASSESSMENT

## How Strong Is Your Digital Customer Journey?

Use this quick review to identify where your next improvement may be.

Give each statement one of three simple responses: Yes, Partly, or Not Yet. Do not worry about producing a perfect score. The purpose is to identify where attention is most useful.

| #  | Statement                                                                 | Yes / Partly / Not Yet | Notes |
|----|---------------------------------------------------------------------------|------------------------|-------|
| 1  | Our website clearly explains what we do and who we help.                  | _____                  | _____ |
| 2  | Our most important services have focused pages.                           | _____                  | _____ |
| 3  | Visitors can quickly find the information they need.                      | _____                  | _____ |
| 4  | Our website works well on mobile devices.                                 | _____                  | _____ |
| 5  | Each important page has a clear next step.                                | _____                  | _____ |
| 6  | Our forms are simple and relevant.                                        | _____                  | _____ |
| 7  | We offer at least one useful low-commitment way for prospects to engage.  | _____                  | _____ |
| 8  | We regularly publish or share useful information for our target audience. | _____                  | _____ |
| 9  | We show genuine evidence of our capabilities and work.                    | _____                  | _____ |
| 10 | Every new enquiry has an owner and a follow-up process.                   | _____                  | _____ |
| 11 | Our lead information is organised in a CRM or another reliable system.    | _____                  | _____ |
| 12 | We know where our useful enquiries are coming from.                       | _____                  | _____ |

|    |                                                                                 |       |       |
|----|---------------------------------------------------------------------------------|-------|-------|
| 13 | We have identified at least one process that could benefit from automation.     | _____ | _____ |
| 14 | We review our digital performance and make improvements based on what we learn. | _____ | _____ |

## What to do with your answers

Look for the three areas where you answered 'Not Yet' or where you wrote the biggest concern in the notes column. Those are your potential starting points. You do not need to solve all three immediately. Pick the one most closely connected to your current business goal.

## NEXT STEPS

# Turn the Ideas into Action

The value of this guide comes from what you do with it next.

## A practical 30-day approach

| Timing | Suggested focus                                                            |
|--------|----------------------------------------------------------------------------|
| Week 1 | Clarify your positioning and review the homepage.                          |
| Week 2 | Review one important service page and its conversion journey.              |
| Week 3 | Choose one lead-generation improvement and one follow-up improvement.      |
| Week 4 | Identify one automation opportunity and define the metrics you will watch. |

## Do not start with a complete rebuild unless you need one

Sometimes the right answer is a new website. Sometimes it is better messaging, a stronger landing page, a better enquiry process, improved follow-up or a connected CRM. Start by understanding the problem. Then choose the solution.

### A GOOD NEXT STEP

If your website is the area you are most unsure about, a structured Website Growth Audit can give you a practical outside view of the design, user experience, visibility and conversion opportunities.

## Free Website Growth Audit

FWDIGITECH offers a free Website Growth Audit for businesses that want to understand where their website may be creating opportunities or friction.

## REQUEST YOUR FREE WEBSITE GROWTH AUDIT

Website: <https://fwdigitech.com/website-growth-audit/>

## ABOUT FWDIGITECH

# Digital Growth & Technology, Connected to Your Business

**Websites are important. But the bigger opportunity is connecting the digital experience around them.**

FWDIGITECH helps businesses build and improve their digital presence through website development, digital growth, lead generation, AI and business automation, CRM integrations and custom web solutions.

Our approach is practical: understand the business requirement first, then decide what should be built, improved or connected. That may mean a new website, an improved existing website, a focused landing page, a lead-generation system, an automation workflow or a combination of these.

## Explore FWDIGITECH

- Website Development
- Digital Growth
- Lead Generation & Conversion
- AI & Business Automation
- CRM & Integrations
- Digital Marketing
- Custom Web Solutions

## Ready to Work on Your Digital Growth?

If you have a website, marketing or technology challenge you want to discuss, tell us what you are trying to achieve. We can start with the business requirement and work from there.

## START YOUR DIGITAL GROWTH PROJECT

FWDIGITECH — Future World. Digital Growth & Technology Solutions.

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