FREETOOLSHELF

Free marketing guide

Website Growth and Conversion Guide

A practical playbook for small businesses and marketers to attract the right visitors, measure what matters, and improve the share of visitors who become leads and customers.

Updated 25 September 2026
By Editorial team

Read online: https://freetoolshelf.com/resources/marketing/website-growth-conversion-guide/

Contents

Information to check before relying on it

- Core Web Vitals metrics and 'good' thresholds (LCP 2.5 seconds, INP 200 milliseconds, CLS 0.1 at the 75th percentile) are as published on web.dev at the time of writing; check web.dev for changes.
- GA4 terminology (key events, enhanced measurement, recommended events such as generate_lead) and interface locations change; check Google Analytics Help.
- Google Search Console report names and features change; check Search Console Help.
- Accessibility standards referenced (WCAG 2.2) and any legal accessibility obligations vary by country; check current requirements.
- Consent requirements for analytics cookies and marketing messages differ by country and change over time.

A website has two jobs: attract the right people and help them take the next step. Many small businesses focus almost entirely on the first job (more traffic) while the second job (conversion) quietly leaks most of the value. Doubling traffic is usually hard and expensive. Improving how well a page turns visitors into enquiries is often cheaper, and the gains apply to every visitor you already have.

This guide covers both jobs. You will learn where traffic comes from, what makes a page convert, how page speed and accessibility affect results, how to set up analytics you can trust, how to do conversion maths, how to run experiments without fooling yourself, and how to capture and follow up leads so they do not go cold.

All numbers in worked examples are illustrative. Your results depend on your market, offer and execution, and nothing here guarantees a particular outcome.

How website growth actually works

The growth equation

For a lead-generation website, revenue from the site can be broken into a chain:

Revenue = Visitors x Visitor-to-lead rate x Lead-to-customer rate x Average customer value

Each link in the chain is a lever. Improving any one of them by 20 percent improves revenue by 20 percent, all else being equal. Improving two of them compounds: 1.2 x 1.2 = 1.44, a 44 percent increase.

This matters because it tells you where to look. If your site converts well but gets little traffic, work on traffic. If it gets plenty of traffic but few enquiries, work on the page. If enquiries arrive but few become customers, the problem is usually follow-up speed, qualification or sales process, not the website.

Worked example: finding the weakest link

Example numbers for a home services business over one month:

- Visitors: 4,000
- Leads (form fills and calls): 60
- Visitor-to-lead rate: 60 / 4,000 = 0.015, or 1.5%
- Customers: 12
- Lead-to-customer rate: 12 / 60 = 0.20, or 20%
- Average customer value: $800

- Revenue: 12 x $800 = $9,600

Scenario A, raise the visitor-to-lead rate from 1.5% to 2.0% with page improvements:

- Leads: 4,000 x 0.02 = 80
- Customers: 80 x 0.20 = 16
- Revenue: 16 x $800 = $12,800, an increase of $3,200

Scenario B, keep the page the same and raise the lead-to-customer rate from 20% to 25% with faster follow-up:

- Customers: 60 x 0.25 = 15
- Revenue: 15 x $800 = $12,000, an increase of $2,400

Scenario C, do both:

- Customers: 80 x 0.25 = 20
- Revenue: 20 x $800 = $16,000, an increase of $6,400

To get the same $6,400 increase from traffic alone at the original rates, you would need 20 customers, which means 100 leads, which means 100 / 0.015 = about 6,667 visitors, roughly two-thirds more traffic. You can model your own funnel with the lead conversion calculator.

Traffic sources: an overview

Different traffic sources bring visitors with different intent, cost and timescales. A healthy site usually relies on a mix rather than a single channel.

Source	How it works	Typical timescale	Cost profile	Best for
Organic search	Pages rank in search results for relevant queries	Months	Time and content effort	Sustained, high-intent traffic
Local search and maps	Business profile appears for local queries	Weeks to months	Mostly time	Local service businesses
Paid search	Ads shown for keywords	Immediate	Pay per click	Capturing existing demand quickly
Paid social	Ads shown to targeted audiences	Immediate	Pay per impression or click	Creating demand, visual offers
Organic social	Posts reach followers and their networks	Ongoing	Time	Community, trust, repeat visits

Email	Messages to your list	Immediate once you have a list	Low per send	Repeat customers, nurture
Referral and partners	Links from other sites, directories, partners	Varies	Relationship effort	Credibility and niche audiences
AI answer engines	Assistants cite or recommend your pages	Uncertain	Content effort	Informational queries
Direct	People type your URL or use bookmarks	Follows brand awareness	Indirect	Returning visitors

Choosing where to focus

A simple way to prioritise:

1. **Is there existing search demand for what you sell?** If people already search for your service, organic and paid search capture intent. See the Google Ads beginner's guide and the SEO, AEO and GEO guide.
2. **Is your offer visual or impulse-driven, or does demand need creating?** Paid and organic social may suit you better. See the Meta ads lead generation guide.
3. **Do you have past customers?** Email and reactivation are often the cheapest traffic you will ever get.
4. **Are you local?** Your business profile, reviews and local pages deserve early attention.

Whatever you choose, fix conversion basics first. Sending paid traffic to a page that does not convert simply makes losses faster.

Conversion basics

A conversion is any action you want a visitor to take: submitting an enquiry form, calling, booking, subscribing or buying. Most pages that underperform have the same few problems.

The value proposition

Within a few seconds of landing, a visitor should understand three things:

1. **What you offer.** Plainly stated, in the customer's words.
2. **Who it is for.** Location, customer type or situation.
3. **Why choose you.** A specific, true differentiator.

Weak: "Quality solutions for all your needs."

Stronger: "Emergency plumbing in Leeds. Same-day callouts, fixed prices quoted before we start."

A useful template for your main headline and subheading:

```
Headline: [Outcome or service] for [who] in [where, if local].
Subheading: [Specific differentiator 1], [specific differentiator 2]. [Low-friction
next step].
```

Test your value proposition by showing the page to someone unfamiliar with your business for five seconds, then asking what you do and who it is for. If they cannot answer, rewrite it.

Calls to action

A call to action (CTA) tells the visitor what to do next. Good CTAs:

- **Are specific.** "Get a free quote" or "Book a 15-minute call" is clearer than "Submit" or "Learn more."
- **Match the visitor's readiness.** Not everyone is ready to buy. Offer a primary CTA (book, call, quote) and a lower-commitment secondary CTA (download a price guide, see examples).
- **Are visible without hunting.** Place the primary CTA near the top and repeat it after key sections on longer pages.
- **Stand out visually,** with enough colour contrast to be seen by everyone (see the accessibility section).
- **Are consistent.** One main action per page usually works better than five competing ones.

On mobile, a tap-to-call button can be valuable for service businesses, but only if someone answers. Missed calls are lost leads. You can estimate their cost with the missed call revenue calculator.

Forms

Forms are where many conversions are lost. Guidelines:

- **Ask only for what you need now.** Every extra field adds effort. Name, contact method and a short description is often enough for a first enquiry. You can collect details later.
- **Use clear labels above fields,** not placeholder text that disappears when typing.
- **Use the right input types** (email, tel) so mobile keyboards adapt.
- **Explain what happens next:** "We reply within one business day" sets expectations.
- **Show helpful error messages** next to the field, stating how to fix the problem.
- **Avoid unnecessary CAPTCHAs,** or use less intrusive spam protection where possible.
- **Link to your privacy policy** and collect marketing consent separately and explicitly where the law requires it.
- **Test the form yourself** on mobile and desktop every month. Broken forms are more common

than most owners realise.

Trust signals (the honest kind)

Visitors look for evidence that you are real, competent and safe to deal with. Useful trust signals include:

- Genuine customer reviews and testimonials, used with permission, ideally with names or initials and context
- Photos of your actual team, premises and work (not only stock photos)
- Case studies with real, verifiable details
- Relevant licences, insurance, accreditations and memberships that you actually hold
- Clear contact details, including a physical address where appropriate
- Straightforward guarantees or policies you will honour
- Transparent pricing information, or at least price ranges and what affects price

Never invent reviews, testimonials, client logos, award badges or "as seen in" claims. Beyond being dishonest, fake reviews and misleading endorsements can breach consumer protection laws and platform rules in many countries. Do not selectively publish only positive feedback in a way that misrepresents your overall reputation.

Reducing friction and anxiety

Ask what might stop a ready visitor from converting:

- **Uncertainty about cost:** add price ranges or a "what affects the price" section.
- **Uncertainty about process:** add a three-step "how it works" section.
- **Fear of commitment:** clarify that a quote is free and there is no obligation, if true.
- **Unanswered questions:** add an FAQ built from real customer questions.
- **Distractions:** on landing pages for ads, consider removing unrelated navigation.

Page speed and Core Web Vitals

Slow, jumpy pages frustrate visitors and can reduce conversions. Google's Core Web Vitals are a set of metrics that measure real user experience. At the time of writing, web.dev lists three Core Web Vitals.

The three metrics explained

Largest Contentful Paint (LCP) measures loading performance: how long it takes for the largest visible image or text block in the viewport to render. At the time of writing, web.dev describes an

LCP of **2.5 seconds or less** as good.

Interaction to Next Paint (INP) measures responsiveness: how quickly the page visually responds after a user clicks, taps or types, assessed across interactions during the visit. INP replaced First Input Delay (FID) as a Core Web Vital in March 2024. At the time of writing, an INP of **200 milliseconds or less** is described as good.

Cumulative Layout Shift (CLS) measures visual stability: how much visible content moves unexpectedly while the page is in use. At the time of writing, a CLS score of **0.1 or less** is described as good.

web.dev recommends assessing these at the **75th percentile** of page loads, split by mobile and desktop. In plain terms, at least three out of four visits should meet the "good" threshold. Thresholds for "needs improvement" and "poor" also exist; check web.dev for the current values.

Metric	Measures	"Good" threshold at the time of writing	Common causes of poor scores
LCP	Loading of main content	2.5 s or less	Large images, slow server, render-blocking scripts and fonts
INP	Responsiveness to interactions	200 ms or less	Heavy JavaScript, third-party scripts, long tasks
CLS	Visual stability	0.1 or less	Images without dimensions, late-loading ads and banners, font swaps

Lab data versus field data

Speed tools report two kinds of data:

- **Lab data** is a simulated test on a set device and connection. It is useful for diagnosing problems and checking fixes.
- **Field data** comes from real users (for example, Chrome's user experience data where enough traffic exists). It reflects what visitors actually experience.

Low-traffic sites may not have field data. In that case, use lab tests as a guide and improve the obvious issues. Run a quick check with the website speed checker and a broader review with the website SEO audit.

Practical fixes for small sites

1. **Compress and resize images.** This is the most common quick win. Use the image compressor and image resizer, and consider modern formats with the PNG to WebP converter. Serve images close to the size they display at.
2. **Set width and height on images and embeds** so the browser reserves space, which reduces

layout shift.

3. **Audit third-party scripts.** Chat widgets, heatmaps, multiple tracking pixels and social embeds add weight. Remove what you do not use.
4. **Avoid huge hero sliders and autoplay videos** above the fold, which often slow LCP.
5. **Minify CSS and JavaScript** where your platform does not already do it. See the CSS minifier and JavaScript minifier.
6. **Use caching and a content delivery network** if your host offers them.
7. **Limit web fonts** to the weights you use, and preload the main one if your setup allows.
8. **Reserve space for cookie banners and notices** so they do not push content down.

Speed is one factor among many. A fast page with an unclear offer still will not convert, so treat speed as a foundation, not a strategy.

Accessibility as conversion

Accessible websites work for more people, including people with visual, motor, hearing or cognitive disabilities, older users, and anyone on a small screen in bright sunlight. Every visitor who cannot use your form is a lost lead. In some countries and sectors, accessibility is also a legal requirement; check what applies to you.

The Web Content Accessibility Guidelines (WCAG), at version 2.2 at the time of writing, are the widely used reference. Practical priorities for small sites:

- **Colour contrast.** Text and buttons need sufficient contrast against their background. WCAG level AA asks for a contrast ratio of at least 4.5:1 for normal text.
- **Form labels.** Every field needs a visible, programmatically associated label.
- **Keyboard navigation.** Visitors should be able to reach and use every link, button and field with the keyboard alone, with a visible focus indicator.
- **Alt text.** Meaningful images need short descriptions; decorative images should be marked as such.
- **Clear link and button text.** "Get a quote" rather than "Click here."
- **Readable text.** Adequate font size, line spacing and short paragraphs.
- **Error messages** that explain what went wrong in text, not by colour alone.
- **Captions** for videos with speech.
- **Tap targets** large enough to hit easily on mobile.

Many of these changes also make pages clearer for everyone, which is why accessibility and conversion work tend to reinforce each other.

Analytics setup you can trust

You cannot improve what you do not measure, and you cannot trust decisions based on broken tracking. Set up measurement before making changes or spending on ads.

Google Analytics 4 basics

Google Analytics 4 (GA4) is event-based: every interaction (page view, scroll, click, form submission) is recorded as an event. At the time of writing, key concepts include:

- **Enhanced measurement:** optional automatic tracking of events such as page views, scrolls, outbound clicks, site search, video engagement, file downloads and form interactions. Check which options are switched on in your data stream settings, and test them, because automatic form tracking does not work reliably on every form.
- **Recommended events:** event names Google suggests for common actions, such as `generate_lead` for lead submissions. Using recommended names can help with reporting features.
- **Key events:** events you mark as important business outcomes. At the time of writing, GA4 uses the term "key events" for what it previously called conversions in Analytics.
- **Custom dimensions:** extra details you attach to events, such as the form name or service type.

What to track for a lead-generation site

Action	Suggested event	Mark as key event?
Enquiry or quote form submitted	generate_lead (with a parameter for form name)	Yes
Booking completed	a custom event such as booking_complete	Yes
Phone number tapped	a custom event such as click_to_call	Usually yes
Email link clicked	a custom event such as click_email	Optional
Price guide downloaded	file_download (enhanced measurement) or custom	Optional
Newsletter signup	sign_up	Optional

The most reliable way to track form submissions is to fire the event on a confirmation ("thank you") page or on a confirmed successful submission, not on button clicks, which also fire when validation fails.

Consent and privacy

In many countries, analytics and advertising cookies require consent, and consent rules differ between jurisdictions. If you serve visitors in the UK, EU or other regions with strict rules, use a consent banner that genuinely lets people decline, and configure your tags to respect those choices. Keep your privacy policy accurate about what you collect. Check requirements for your location with a qualified professional.

UTM discipline

UTM parameters are tags added to the end of a URL that tell your analytics where a visit came from. The five standard parameters are:

- `utm_source`: where the traffic comes from (for example, `newsletter`, `facebook`, `partner-site`)
- `utm_medium`: the type of channel (for example, `email`, `paid-social`, `referral`)
- `utm_campaign`: the campaign name (for example, `spring-offer-2026`)
- `utm_term`: optional, often the paid keyword
- `utm_content`: optional, to tell apart different links or creatives in the same campaign

Rules that keep your data clean:

1. **Use lowercase consistently.** `Facebook` and `facebook` may appear as separate sources.
2. **Keep a naming sheet** that everyone uses, listing allowed sources, mediums and campaign formats.
3. **Never add UTMs to internal links** on your own site. They overwrite the original source and corrupt attribution.
4. **Tag every link you control** in emails, social bios, partner placements and offline QR codes.
5. **Check how your ad platforms handle tagging.** Some add their own tracking parameters automatically; avoid conflicting setups.

Build consistent links with the UTM link builder, and use the QR code generator for print materials pointing to tagged URLs.

A UTM naming sheet template:

```
utm_source (where):   google | facebook | instagram | linkedin | newsletter |
partner-[name]
utm_medium (type):    cpc | paid-social | organic-social | email | referral | print
utm_campaign (what):  [offer-or-theme]-[yyyy-mm], e.g. roof-inspection-2026-10
utm_content (which):  [creative-or-link-position], e.g. video-a, header-link
Rules: lowercase, hyphens not spaces, no internal links, record every new value here.
```

Google Search Console

Search Console shows how your site performs in Google Search: the queries people used, impressions, clicks, average position, which pages are indexed, and issues Google found. Set it up early by verifying your domain, submit an XML sitemap (the XML sitemap generator can help), and check it monthly for:

- Pages with many impressions but few clicks, which may need better titles and descriptions (try the meta title generator and meta description generator)
- Indexing problems on important pages
- Core Web Vitals and page experience reports where available
- Queries you rank for that deserve a dedicated page

Tracking setup checklist

- [ ] GA4 property and data stream created, with enhanced measurement options reviewed
- [ ] Form submissions tracked on confirmed success, not on button click
- [ ] Phone clicks and bookings tracked as events
- [ ] Important events marked as key events
- [ ] Internal and test traffic filtered where possible
- [ ] Consent banner configured to respect visitor choices where required
- [ ] UTM naming sheet written and shared
- [ ] Search Console verified and sitemap submitted
- [ ] Every conversion path tested end to end on mobile and desktop
- [ ] A simple monthly report defined (visitors, leads, lead rate, customers, revenue by source)

Conversion rate maths

Core formulas

- **Conversion rate** = Conversions / Visitors x 100
- **Cost per lead (CPL)** = Spend / Leads
- **Cost per acquisition (CPA)** = Spend / Customers
- **Revenue per visitor** = Revenue / Visitors
- **Lead-to-customer rate** = Customers / Leads x 100

Be clear about what counts as a "visitor" (users or sessions) and a "conversion" (all leads or only qualified ones). Changing definitions mid-way makes comparisons meaningless.

Worked example: paid traffic

Example: a campaign spends $1,500 in a month and sends 1,200 visitors to a landing page.

- Leads: 36, so conversion rate = 36 / 1,200 x 100 = 3.0%
- Cost per lead = $1,500 / 36 = $41.67
- Customers: 9, so lead-to-customer rate = 9 / 36 x 100 = 25%
- Cost per acquisition = $1,500 / 9 = $166.67
- Average first job value: $500, so revenue = 9 x $500 = $4,500
- Return on ad spend = $4,500 / $1,500 = 3.0

Now suppose page improvements lift the conversion rate from 3.0% to 4.0% with the same spend and traffic:

- Leads: 1,200 x 0.04 = 48
- Cost per lead = $1,500 / 48 = $31.25
- Customers at 25%: 48 x 0.25 = 12
- CPA = $1,500 / 12 = $125
- Revenue = 12 x $500 = $6,000, and ROAS = $6,000 / $1,500 = 4.0

The ad spend did not change, but every downstream number improved. Check your own figures with the ROAS calculator and customer acquisition cost calculator. Remember that ROAS based on revenue is not profit; see the profit margin calculator to include your costs.

Relative versus absolute change

Moving from 3.0% to 4.0% is an absolute increase of 1 percentage point, but a relative increase of (4.0 - 3.0) / 3.0 = 33%. Be explicit about which you mean when reporting results, because the difference is often misunderstood.

Watch small numbers

With 1,200 visitors, a change of a few leads moves the rate noticeably. 36 leads is 3.0%; 40 leads is 3.3%. Month-to-month changes of this size can easily be random variation. This leads directly to experimentation.

Experimentation without fooling yourself

An A/B test shows two versions of a page (or element) to comparable visitors at the same time and compares results. It is the most reliable way to know whether a change helped, but only if it is run properly.

Sample size intuition

Detecting small improvements requires a lot of traffic. A widely used rule of thumb (an approximation for roughly 80% statistical power and 5% significance) is:

Visitors needed per variant ~ 16 x p x (1 - p) / d^2

where p is the baseline conversion rate and d is the absolute difference you want to detect.

Worked example: baseline conversion rate 3% ($p = 0.03$). You want to detect an improvement to 3.6%, which is a 20% relative lift, so $d = 0.006$.

- p x (1 - p) = 0.03 x 0.97 = 0.0291
- 16 x 0.0291 = 0.4656
- d^2 = 0.006 x 0.006 = 0.000036
- Visitors per variant ~ 0.4656 / 0.000036 ~ 12,933
- Total for two variants ~ 25,867 visitors

If the page receives 2,000 visitors per week, that test would take about 25,867 / 2,000 ~ 13 weeks.

If you want to detect a larger improvement, from 3% to 4.5% ($d = 0.015$):

- d^2 = 0.000225
- Visitors per variant ~ 0.4656 / 0.000225 ~ 2,069, about 4,138 in total, or roughly 2 weeks at 2,000 visitors per week

The lesson: **low-traffic sites should test bold changes,** such as a new headline and offer, a shorter form, or a different page structure, rather than button colours. Small tweaks need traffic most small businesses do not have. Use a proper sample size calculator or your testing tool's guidance for real decisions.

Avoid peeking

"Peeking" means checking results repeatedly and stopping the test as soon as one version looks like a winner. Because results fluctuate, early leads often disappear. Stopping at the first good-looking moment greatly increases the chance of a false positive.

Instead:

1. Decide the sample size or duration before starting.
2. Run for full weeks to cover weekday and weekend behaviour.
3. Do not stop early unless something is broken.
4. Judge the result against your pre-set criteria.

When you cannot A/B test

If traffic is too low, you can still improve:

- Make changes based on clear usability problems (broken forms, unclear headlines, slow pages).
- Watch a handful of people use your site and note where they struggle.
- Compare longer before-and-after periods, while noting seasonality and campaign changes that could explain differences.
- Ask new customers what nearly stopped them from enquiring.

A/B test plan template

```
Test name:
Page / element:
Problem observed (with evidence):
Hypothesis: If we [change], then [metric] will [increase/decrease] because [reason].
Primary metric (one only):
Secondary / guardrail metrics (e.g. lead quality, bounce rate):
Baseline rate:
Minimum detectable effect:
Sample size per variant:
Planned duration (full weeks):
Traffic split:
Start date / end date:
Decision rule: e.g. ship B if it beats A on the primary metric at the pre-agreed
significance level and guardrails do not worsen.
Result:
Decision and learnings:
```

Lead capture and follow-up

A conversion on the website is only the start. What happens in the next minutes and days decides whether the lead becomes a customer.

Capture every lead in one place

Leads arrive through forms, phone calls, emails, social messages, chat and booking tools. When they are scattered across inboxes and phones, some get missed. Aim for a single place where every new lead is recorded with its source, the time it arrived, and its status.

Record the source using hidden form fields that capture UTM values, or by asking "How did you hear about us?" as an optional field. This connects marketing spend to actual customers rather than just clicks.

Speed matters

People who enquire often contact several businesses. Responding quickly, while the need is fresh, generally improves your chances of speaking to them. Set a response target you can actually meet (for example, within 15 minutes during business hours) and measure how often you hit it.

If a phone call is missed, returning it quickly matters just as much. Work out what missed calls may be costing you. Example: 30 missed calls a month, if 40% of those callers would have booked, is 30 x 0.40 = 12 lost bookings. At an average job value of $300, that is 12 x $300 = $3,600 of potential revenue per month. The missed call revenue calculator runs this for your numbers.

> **Want this to run automatically?**
> A CRM with built-in automation, such as GoHighLevel, can capture leads, send follow-ups and reminders, and track your pipeline in one place. Everything in this guide can also be done manually or with other tools. Some links on our site are affiliate links.
>
> Read our GoHighLevel overview

A simple follow-up sequence (template)

Adjust timing to your business and only send marketing messages to people who have given the consent required where you operate.

```
Minute 0 to 5:   Automatic confirmation (email or SMS): "Thanks, [name]. We've
received your
                 request about [service]. [Person] will contact you by [time]. Reply
STOP to opt out." (SMS)
Within 15 min:   Personal call attempt during business hours. If no answer, leave a
short voicemail.
Within 1 hour:   Personal email or text with a direct booking link or a question to
move forward.
Day 1:           Second call attempt at a different time of day.
Day 3:           Helpful email: answer a common question, show an example project,
restate next step.
Day 7:           Short check-in: "Is this still something you'd like help with?"
Day 14:          Final friendly message; move to a long-term nurture list if they
agreed to marketing.
```

Keep each message short, personal and useful. Stop the sequence immediately when the lead replies, books or opts out. For a deeper treatment, see the lead capture and follow-up guide.

Measure the whole funnel

Track, by source:

- Leads

- Response time (median and percentage within target)
- Contacted rate
- Booked rate
- Show rate for appointments
- Customer rate
- Revenue

When a source produces many leads but few customers, the issue may be lead quality or follow-up. When a source produces few leads that nearly all convert, it may deserve more budget.

> **Want this to run automatically?**
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Putting it together: a 30-day improvement plan

Week 1: measure

- Set up or audit GA4, key events and Search Console.
- Create your UTM naming sheet.
- Test every form and phone link.
- Record current baselines: visitors, leads, conversion rate, response time, customers.

Week 2: fix the foundations

- Run the website speed checker and fix image sizes and layout shifts.
- Run the website SEO audit and fix critical issues.
- Fix accessibility basics: contrast, labels, keyboard navigation, alt text.

Week 3: improve the main page

- Rewrite the headline and subheading using the value proposition template.
- Clarify the primary CTA and add a secondary one.
- Shorten the form to essential fields and add a "what happens next" line.

- Add genuine trust signals and an FAQ from real customer questions.

Week 4: follow-up and review

- Set up instant confirmations and a follow-up sequence.
- Define response-time targets and measure them.
- Compare results with the baseline, allowing for seasonality and campaign changes.
- Plan an A/B test only if traffic supports it.

Conversion page checklist

- [ ] Headline states what you offer, for whom, and where (if local)
- [ ] A specific, true differentiator appears near the top
- [ ] One clear primary CTA is visible without scrolling on mobile
- [ ] Form asks only for essential information and explains what happens next
- [ ] Trust signals are genuine and used with permission
- [ ] Pricing information or price factors are explained
- [ ] Images are compressed and have dimensions set
- [ ] Page meets contrast, label and keyboard basics
- [ ] Conversion events fire correctly and are marked as key events
- [ ] Lead follow-up happens within your target response time

Common mistakes

1. **Chasing traffic before fixing conversion.** More visitors to a leaky page multiplies waste.
2. **Tracking button clicks instead of successful submissions.** Inflated numbers lead to wrong decisions.
3. **Inconsistent UTMs,** or UTMs on internal links, which scramble attribution.
4. **Fake or selective social proof.** It damages trust and may be unlawful.
5. **Long forms asking for everything upfront.** Collect detail later.
6. **Ignoring mobile.** Test on a real phone, not just a resized desktop browser.
7. **Stopping A/B tests early** or testing tiny changes on low traffic.
8. **Treating speed scores as the goal.** Aim for good user experience and clear pages, not a perfect lab score.
9. **Slow follow-up.** A lead left for a day may have already chosen someone else.

10. **Changing many things at once, then crediting the wrong one.** Keep a change log with dates.
11. **Confusing percentage points with percentages** when reporting improvements.

Glossary

- **Conversion:** A desired visitor action, such as a form submission, call or booking.
- **Conversion rate:** Conversions divided by visitors, expressed as a percentage.
- **Call to action (CTA):** A prompt telling visitors what to do next.
- **Value proposition:** A clear statement of what you offer, who it is for and why to choose you.
- **Core Web Vitals:** Google's user experience metrics: LCP, INP and CLS at the time of writing.
- **LCP (Largest Contentful Paint):** Time until the largest visible content element renders.
- **INP (Interaction to Next Paint):** How quickly a page responds visually to user interactions.
- **CLS (Cumulative Layout Shift):** A score for unexpected movement of page content.
- **75th percentile:** The value that 75% of measurements are at or better than.
- **GA4:** Google Analytics 4, Google's event-based analytics platform.
- **Key event:** A GA4 event marked as an important business outcome.
- **UTM parameters:** URL tags that identify the source, medium and campaign of a visit.
- **Search Console:** Google's tool for monitoring a site's presence in Google Search.
- **A/B test:** An experiment comparing two versions shown to similar visitors at the same time.
- **Peeking:** Checking test results repeatedly and stopping early, which inflates false positives.
- **Minimum detectable effect:** The smallest change a test is designed to reliably detect.
- **CPL / CPA:** Cost per lead and cost per acquisition (customer).
- **ROAS:** Return on ad spend, revenue divided by ad spend.
- **WCAG:** Web Content Accessibility Guidelines.

Next steps

1. Run your homepage and main landing page through the website speed checker and website SEO audit.
2. Model your funnel with the lead conversion calculator to find your weakest link.
3. Build a UTM naming sheet and start tagging links with the UTM link builder.
4. Compress every large image with the image compressor.

5. Estimate your missed-call losses with the missed call revenue calculator.
6. Read the CRM Automation Blueprint to design follow-up that runs reliably.

Free tool: Lead Conversion Funnel Calculator
Try it free in your browser, no sign-up needed.
https://freetoolshelf.com/business-tools/lead-conversion-calculator/

Website growth is rarely about one clever trick. It comes from steady work on each link in the chain: attracting the right visitors, giving them a clear reason and an easy way to act, measuring honestly, and following up quickly. Improve one link at a time, keep records, and let the data guide the next change.

Keep learning
Find the online version of this guide, related free tools and more guides at https://freetoolshelf.com/resources/.
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