



FREE GUIDE FOR UK SMALL BUSINESSES

The Six-Step Blueprint

How to turn your website into a lead-generating system

01

Strategy & Planning

02

Authority & Content

03

Traffic Acquisition

04

Lead Capture

05

Sales Automation

06

Deliver & Grow

Score your business in five minutes, find the gap that's costing you enquiries, and fix it in the right order.

Why your website isn't bringing in enquiries

Most small businesses don't have a traffic problem. They have a system problem.

A typical small business website was built quickly, looks fine and then sits there. There's no clear plan behind it, no strong reason for a visitor to get in touch, and enquiries land in an inbox to be followed up whenever someone gets a minute. Nobody is quite sure which marketing is working.

The result is familiar: enquiries come in waves, revenue is hard to predict, and the business relies on referrals and word of mouth.

The fix isn't a prettier website. It's six connected steps, each one feeding the next. This is the system we put in place with every Webxxs client.



How to use this guide

1. **Work out your numbers** on page 3, so you know what your website needs to deliver.
2. **Take the scorecard** on pages 4 and 5. It takes about five minutes.
3. **Start with your lowest-scoring step**, not the most exciting one. A leak early in the system wastes everything after it.
4. **Do that step's quick win this week**, then score yourself again in 90 days.

STEP ZERO

Work out the enquiries you need

Your website should be built around a number, not a feeling.

Before changing anything, work backwards from your revenue goal. It tells you how hard your website needs to work, and which step to fix first.

A	Extra revenue you want each month	£
B	Your average job or contract value	£
C	New customers needed each month ($A \div B$)	
D	Your close rate: out of 10 enquiries, how many become customers? (e.g. 3 in 10 = 0.3)	
E	Enquiries needed each month ($C \div D$)	

Worked example

A business wants an extra **£20,000** a month. Its average job is worth **£2,000**, so it needs **10 new customers**. It wins about **1 in 4** enquiries, so it needs **40 enquiries a month**.

If the website brings in 10, the question is where the other 30 are being lost: too few visitors (step 3), visitors who don't get in touch (steps 2 and 4), or enquiries that go cold (step 5).

The scorecard will show you.

How strong is your system?

Tick each statement that's true for your business today. Be honest: "sort of" counts as no. Add up the ticks for each step.

01 Strategy & Planning

/ 5

- ☐ I can describe my ideal customer in one sentence.
- ☐ I know what a new customer is worth to my business.
- ☐ I know how many enquiries I need each month.
- ☐ Within five seconds, my homepage says who I help and how.
- ☐ I know why customers choose me over competitors.

02 Authority & Content

/ 5

- ☐ Each service has its own page, written around the customer's problem.
- ☐ My website shows at least two case studies or real examples.
- ☐ Genuine reviews or testimonials appear on my website.
- ☐ My website answers the questions customers ask before buying.
- ☐ I've published something useful in the last three months.

03 Traffic Acquisition

/ 5

- ☐ My Google Business Profile is complete, with recent reviews.
- ☐ I know the searches customers use to find businesses like mine.
- ☐ My website appears on Google for at least one of those searches.
- ☐ I know how many people visit my website and where they come from.
- ☐ Any paid ads go to a dedicated page, not my homepage.

04 Lead Capture

/ 5

- ☐ Every page has one clear next step.
- ☐ My contact form is short and easy to use on a phone.
- ☐ I offer something for people who aren't ready to buy yet.
- ☐ My phone number can be tapped to call on mobile.
- ☐ Every enquiry goes into one CRM, not scattered inboxes.

05 Sales Automation

/ 5

- ☐ Every new enquiry gets an instant reply.
- ☐ I follow up every enquiry within one working day.
- ☐ I can see every open opportunity and its stage in one place.
- ☐ People who don't buy straight away get follow-up over the next few weeks.
- ☐ I know my close rate.

06 Deliver & Grow

/ 5

- ☐ I ask every happy customer for a review.
- ☐ I turn good projects into case studies.
- ☐ I keep in touch with past customers.
- ☐ I get referrals regularly and know where they come from.
- ☐ I review my website and enquiry numbers every month.

Your total

/ 30

0-12

Your website is a brochure. Start with steps 1 and 4: a clear message and a clear way to get in touch.

Any step scoring 2 or less is a priority, whatever your total.

13-22

The foundations are there, but gaps are costing you enquiries. Fix your lowest-scoring step first.

23-30

You have a working system. The gains now come from automation, reporting and steady improvement.

01 STEP 1 OF 6 Strategy & Planning

Decide who you're for before you decide what your website looks like.

Before any design or copy, answer five questions: who is your ideal customer, what problem are they trying to solve, what does it cost them to do nothing, why should they choose you, and what is a new customer worth to you? Without those answers, a website talks to everyone and persuades no one.

Signs this step is missing

- ✗ Your homepage says something like "we work with all businesses".
- ✗ Your website describes your company more than your customer's problem.
- ✗ You don't know how many enquiries you need each month.

What good looks like

- ✓ A clear ideal customer: sector, size, location, budget, what triggers them to buy and what makes them hesitate.
- ✓ A headline that says who you help and the result you deliver.
- ✓ An enquiry target worked out from your revenue goal (see page 3).

QUICK WIN FOR THIS WEEK

Write down your three best customers. What did they have in common, what made them get in touch, and what nearly stopped them? Use their words in your homepage headline.

HOW WEBXXS CAN HELP

Every Webxxs website project starts with a strategy session. Want a second pair of eyes first? [Book a free 30-minute Growth Audit.](#)

YOUR NOTES

My score for this step: _____ / 5

My first action, and when I'll do it:

02 STEP 2 OF 6 Authority & Content

People buy from businesses they already trust.

Your website needs to show expertise, proof and a clear process before the first conversation. This is also the content Google and AI assistants such as ChatGPT use to decide which businesses to recommend.

Signs this step is missing

- ✗ Most pages talk about you rather than your customer's problems.
- ✗ There are no case studies, results or real examples of your work.
- ✗ Visitors can't see how working with you works, how long it takes or roughly what it costs.

What good looks like

- ✓ One page per service, written around the problem it solves.
- ✓ Case studies with real outcomes, and genuine reviews.
- ✓ FAQs that answer the objections you hear most: price, timescales, what's included.
- ✓ One useful article, guide or video a month.

QUICK WIN FOR THIS WEEK

List the five questions customers ask most before they buy. Answer each in two or three sentences and add them as an FAQ section on your main service page.

HOW WEBXXS CAN HELP

Every Webxxs website includes problem-led service pages and FAQs. Monthly Marketing Content, from £495 a month, keeps fresh articles, social posts and emails going out for you.

YOUR NOTES

My score for this step: _____ / 5

My first action, and when I'll do it:

03 STEP 3 OF 6 Traffic Acquisition

The right visitors matter more than more visitors.

Bring in people who are already looking for what you do: search (including local search), paid ads on high-intent searches, and social media to stay visible. Judge every channel by the enquiries it brings, not the clicks.

Signs this step is missing

- ✗ You don't appear on Google for your main service and your town.
- ✗ Your Google Business Profile is incomplete or has few recent reviews.
- ✗ Paid ads send people to your homepage.
- ✗ You don't know where your website visitors come from.

What good looks like

- ✓ Each service page targets a search your customers really use, such as "commercial cleaning Ipswich".
- ✓ A complete Google Business Profile with a steady flow of reviews.
- ✓ Ads that land on a dedicated page with one clear offer.
- ✓ Google Analytics and Search Console set up, so you can see what's working.

QUICK WIN FOR THIS WEEK

Complete every section of your Google Business Profile, add five recent photos and link it to your most relevant service page.

HOW WEBXXS CAN HELP

Paid Ads Management is £695 a month plus ad spend, for Google, Meta and LinkedIn. The Growth Optimisation Plan, £495 a month, includes ongoing SEO.

YOUR NOTES

My score for this step: _____ / 5

My first action, and when I'll do it: _____

04 STEP 4 OF 6 Lead Capture

When a visitor leaves without getting in touch, that opportunity is usually gone.

Give visitors one clear, easy next step, and something useful for people who aren't ready to buy yet. Every form and enquiry should land in one place, a CRM, so nothing slips through the cracks.

Signs this step is missing

- ✗ Pages have several competing buttons, or none at all.
- ✗ Your contact form asks for too much.
- ✗ There's nothing for visitors who aren't ready to talk yet.
- ✗ Enquiries are scattered across email, phone, social messages and notebooks.

What good looks like

- ✓ One main call to action (such as "book a call") and one softer option (such as a free guide).
- ✓ A short form that works well on a phone, and a phone number you can tap to call.
- ✓ A free guide, checklist or quiz for people still researching.
- ✓ Every enquiry recorded in a CRM. HubSpot's free CRM is a strong place to start.

QUICK WIN FOR THIS WEEK

Put one clear call to action at the top of your homepage, and cut your contact form down to four fields or fewer.

HOW WEBXXS CAN HELP

The Website Growth Plan, £3,495, is a bespoke, hand-coded website with HubSpot CRM built in. Already have a website? HubSpot Starter Setup is £795.

YOUR NOTES

My score for this step: _____ / 5

My first action, and when I'll do it:

05 STEP 5 OF 6 Sales Automation

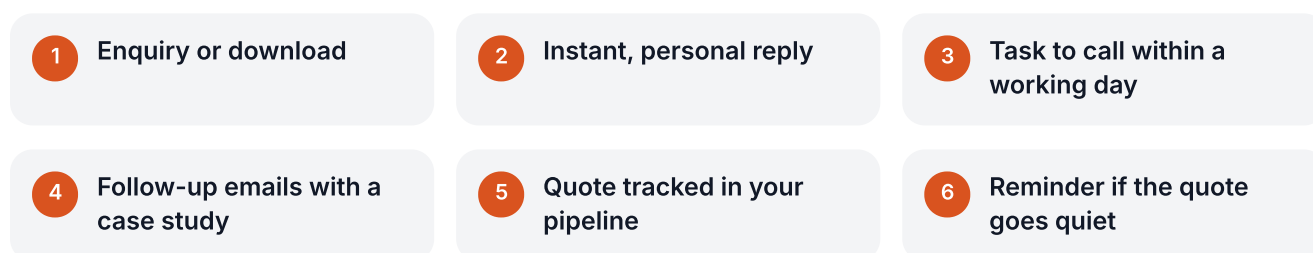
Many enquiries are lost to slow follow-up, not to competitors.

Reply instantly, follow up consistently and see every opportunity in one pipeline. Automation handles the reminders and routine emails, so leads don't go cold while you're busy doing the work.

Signs this step is missing

- ✗ New enquiries wait hours or days for a reply.
- ✗ Follow-up depends on someone remembering.
- ✗ You couldn't say how many quotes are open right now.
- ✗ You don't know what share of enquiries become customers.

What good looks like: an automated follow-up journey



Each stage happens automatically or as a reminder, so every enquiry gets the same fast, professional follow-up.

QUICK WIN FOR THIS WEEK

Set up an instant reply to every new enquiry: thank them, say when you'll be in touch, and link to a case study.

HOW WEBXXS CAN HELP

The HubSpot Implementation Package, from £2,995, builds your pipeline, follow-up and reporting around how you sell. The Website Performance Package, £7,500, includes a bespoke website with full automation.

YOUR NOTES

My score for this step: _____ / 5

My first action, and when I'll do it: _____

06 STEP 6 OF 6 Deliver & Grow

Your happiest customers are your best marketing.

After the sale, turn good work into reviews, case studies, repeat work and referrals, and use your numbers to decide what to improve next. A website isn't a one-off project: it's an asset that should get better every month.

Signs this step is missing

- ✗ You only get reviews when customers volunteer them.
- ✗ You rarely contact past customers.
- ✗ You don't look at your website or enquiry numbers.

What good looks like

- ✓ An automatic review request after every job.
- ✓ One new case study each quarter.
- ✓ Regular, useful contact with past customers.
- ✓ A monthly look at visitors, enquiries and how many become customers.

QUICK WIN FOR THIS WEEK

Ask your last three happy customers for a Google review today, with a direct link that makes it a 30-second job.

HOW WEBXXS CAN HELP

Webxxs care plans start at £249 a month. The Growth Optimisation Plan, £495 a month, adds ongoing improvements and a plain-English monthly lead report.

YOUR NOTES

My score for this step: _____ / 5

My first action, and when I'll do it:

YOUR OPTIONS

Do it yourself, or get help?

You can put every step in place yourself, and this guide gives you the starting point for each. Many small businesses do steps 1, 2 and 6 themselves and bring in help for the more technical steps 3 to 5.

Step	To do it yourself, you'll need	With Webxxs
01 Strategy & Planning	Time to think it through, using pages 3 and 6 of this guide.	Included in every website project, or start with a free Growth Audit.
02 Authority & Content	Regular writing time, photos and permission to share client results.	Monthly Marketing Content from £495 a month.
03 Traffic Acquisition	Google Business Profile, Search Console, keyword research and an ads account if you advertise.	Paid Ads Management £695 a month + ad spend. Ongoing SEO in the Growth Optimisation Plan, £495 a month.
04 Lead Capture	Website editing skills, a form tool and a CRM (HubSpot's free CRM works well).	Website Growth Plan £3,495, or HubSpot Starter Setup £795 for your existing site.
05 Sales Automation	CRM set-up, email templates and workflow building.	HubSpot Implementation Package from £2,995.
06 Deliver & Grow	A review routine, a monthly hour with your numbers.	Care plans from £249 a month.

Every Webxxs website is 100% bespoke and hand-coded, with no templates or page builders. Prices are fixed and published, with no VAT to add. HubSpot licence fees, where needed, are paid to HubSpot separately. See every package at webxxs.com/pricing.

CASE STUDY

CS Clean Team: from a dated website to real traffic from day one

CS Clean Team is a specialist cleaning business, handling everything from commercial cleaning to hazardous waste and sharps clearance. Their old website had been built quickly from a template by a previous provider. It was out of date, hard to navigate and did nothing to show the qualified, safety-critical work they actually do.

What we did

- ✓ A new website that properly shows their specialist capability **Steps 1, 2 & 4**
- ✓ HubSpot CRM connected to Xero Accounting, so the admin behind every job runs in the background **Step 5**
- ✓ An emergency response contact line and a compliance-focused overhaul of their services **Step 4**
- ✓ Secure domain hosting and professional email for the team

1,842

pageviews in the first 30 days after launch

212

unique visitors in the same 30 days, from a starting point of almost zero

"Ash has been exceptional in setting up our new web page. He has talked us through every step of the process and made sure we feel confident with all the background work involved. I would honestly highly recommend his services."

Laura Charlton, CS Clean Team Ltd

Read the full story at webxxs.com/case-study-csclean. Results vary by business; these are one client's figures, not a promise.



YOUR NEXT STEP

Book a free 30-minute Growth Audit

Bring your scorecard. We'll look at your website and systems together and show you where enquiries are slipping away.

- ✓ A plain-English review of your website against the six steps
- ✓ The two or three changes that would make the biggest difference
- ✓ Honest advice on what to do yourself and where help is worth paying for
- ✓ No obligation and no hard sell



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