



35 WAYS TO MARKET YOUR WEBSITE AND ATTRACT MORE CLIENTS

Transform your digital presence from a static online brochure into your most powerful sales tool





Hello there, fellow business owners!

I'm Krystal! If you're reading this, you probably share the same frustration that once kept me up at night: how can I get more clients to my website.



Let me ask you something: When was the last time you checked your website conversion rate? If you're like most business owners I work with, you probably don't even track it.

Here's an irrefutable fact: According to industry data, the average website converts just 2.35% of visitors. This means that for every 100 people who visit your site, 97 leave without taking any action.

Think about that for a moment.

You're already paying for traffic through ads, SEO, or social media posts. Each visitor who bounces represents money you've spent with zero return.

What's your current solution? If you're like most business owners, you're throwing more money at driving traffic. But sending more visitors to a website that doesn't convert is like pouring water into a leaking bucket.

You know this intuitively, don't you?

The real problem isn't traffic – it's turning the traffic you already have into paying clients.

Let me ask you: Would you rather have 1,000 visitors with a 2% conversion rate or 500 visitors with a 10% conversion rate?

The math is clear: 500 visitors at 10% gives you 50 clients, while 1,000 visitors at 2% only gives you 20.

Some business owners are seeing exactly these kinds of results. Their websites convert visitors at 5x the average rate, generating consistent leads without spending more on traffic.

You might be wondering what they're doing differently.

It's not about fancy design or expensive technology. It's about implementing specific marketing tactics that transform how visitors experience your website.

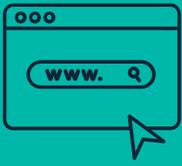
Consider Steph, a speech and language therapist. After having a new website built, she attracted plenty of traffic but generated few enquiries. After applying just 5 of the strategies I'm about to share with you, her consultation requests increased by 217% within 30 days – without spending an extra pound on advertising.

Don't just take my word for it. Research shows businesses with strategic content marketing get 55% more website visitors and 67% more leads. And according to Forrester, improving user experience can lift conversion rates by up to 200%.

Picture this: It's Monday morning. You open your inbox to find it filled with qualified leads that came in over the weekend. Your website has become your most effective salesperson – working 24/7, qualifying prospects, and warming them up before they ever speak to you.

Isn't that the kind of result you want from your website?

To achieve this, you need a systematic approach that goes beyond basic SEO and social media sharing. These 35 strategies have been tested across industries to transform underperforming websites into client-generating assets.



Website Optimisation Strategies

- Strategic Homepage Redesign** – Structure your homepage as a conversion funnel rather than a brochure
- Value Proposition Placement** – Position your unique value proposition in the first screen visitors see
- Irresistible Calls-to-Action** – Create action buttons that speak to specific visitor needs
- Exit-Intent Popups** – Capture leaving visitors with a relevant offer
- Page Load Optimisation** – Improve conversion rates by up to 7% for each second saved in loading time
- Mobile-First Approach** – Prioritise mobile experience where most browsing happens
- Strategic Social Proof** – Place testimonials and reviews at key decision points
- Benefit-Focused Headlines** – Transform feature-based copy into benefit-oriented messaging

Attention to detail & commitment to our aims makes all the difference

“Krystal Designs is a proactive, comprehensive solution chosen for the development of our new website design, hosting & marketing support.”

Friendly, creative & responsive professionals with Krystal’s attention to detail & commitment to our aims makes all the difference. Highly recommended.”



Lee Pauley, Firewood Uttoxeter



Content Marketing Strategies

- Cornerstone Content Creation** - Develop comprehensive guides that establish authority
- Content Upgrade Implementation** - Offer relevant downloadable resources within blog posts
- Strategic Blogging Calendar** - Create consistent content aligned with client problems
- Resource Hub Development** - Build a valuable library that attracts ideal clients
- Case Study Showcase** - Document client success stories with measurable results
- Video Content Integration** - Increase engagement with strategic video placement
- Interactive Tools** - Develop calculators or assessments that deliver personalised value

Brilliant attention to detail and always strives to turn projects around in quick succession

"We've been using Krystal Designs for over 2 years. Throughout this time they have been incredible.

Krystal understands how to work with projects of different sizes and how to scale them accordingly. Her attention to detail is brilliant and always strives to turn projects around in quick succession.

She is always at the end of a phone for a quick call! I would highly recommend Krystal's web services and have done so to businesses of all sizes."



Gurmit Samra, Impress Video



SEO & Visibility Strategies

- Local SEO Optimisation** - Capture location-based searches with structured data
- Long-Tail Keyword Targeting** - Focus on specific phrases with higher conversion intent
- Voice Search Optimisation** - Adapt content for conversational search patterns
- Featured Snippet Optimisation** - Structure content to appear in position zero
- Internal Linking Structure** - Create strategic pathways to your most valuable pages
- Backlink Acquisition Plan** - Develop relationships that generate quality inbound links
- Google Business Profile Optimisation** - Capture local search traffic with a complete profile

Listen to what you are trying to achieve and conduct a strategy to over achieve your goals

"As a new business I was concerned about the level of enquires we would get from Google, my website and social media. Krystal and her team took control of all my social media, website & my Google page, the results speak for themselves & I am delighted to be working with Krystal & her team.

They are very friendly company, they listen to what you are trying to achieve and conduct a strategy to over achieve your goals. I just wanted to say a massive thank you to Krystal Designs, its been a pleasure working with you all and I would definitely recommend them to anyone. 5 stars from me. Thanks again!"



Bryan Wright, DCA Refinishing



Traffic Generation Tactics

- Guest Content Placement** - Contribute expert content to industry publications
- Strategic Social Sharing** - Develop a system for promoting content across platforms
- Shareable Asset Creation** - Design infographics and visuals that earn backlinks
- Community Engagement** - Participate in online spaces where your clients gather
- Podcast Appearance Strategy** - Secure interviews on shows your prospects listen to
- Email List Building** - Convert visitors to subscribers for ongoing communication
- Strategic Partnerships** - Develop cross-promotion with complementary businesses

Website transformation has been remarkable

"My self-built GoDaddy website was attracting zero enquiries despite my best efforts. After Krystal rebuilt my website in a different platform using her 5-Question Framework, I started receiving 6-8 quality enquiries monthly.

My site now ranks on page 1 for my location area, and traffic increased from nothing to 140+ monthly visitors all with £0 ad spend. The transformation has been remarkable."



Stephanie Collins, Go Talking Ways



Conversion Optimisation Techniques

- Landing Page Development** - Create dedicated pages for specific traffic sources
- A/B Testing Framework** - Systematically improve conversion elements
- Form Optimisation** - Reduce friction in enquiry and contact forms
- Chatbot Implementation** - Engage visitors with automated conversation
- Retargeting Strategy** - Reconnect with visitors through strategic ad placement
- Conversion Path Analysis** - Track and optimise the journey from visitor to client

Online bookings increased to 700%

"Excellent all around! Krystal Designs helped my business grow not just by building my website but helping me out with social media branding too.

Since we started working with them, our online bookings increased to 700% and it's still increasing each month. I would definitely recommend Krystal Designs to everyone as they have been really helpful to me and my barber business."



Imad Guli, Hair By Imad



YOUR BUSINESS COULD HAVE THE SAME RESULT TOO

When I started implementing these website marketing strategies for clients, their conversion rates increased dramatically across the board.

For one professional services firm, we increased their website enquiries by 700% by applying just 7 of these strategies. Another client, a solicitor's practice, saw their traffic and client acquisition grow substantially after implementing our approach.

But here's what matters for you: even if you only implement a handful of these strategies, that could mean dozens of new quality leads flowing into your business this year.

Think about it: wouldn't even a small increase in your website conversion rate dramatically improve your business growth?

And the beauty is that once you implement these strategies, they continue working for you 24/7, turning your website from a digital brochure into your most reliable source of new business.

From barely visible online to 60+ monthly enquiries. Grew from 1 office to 5 nationwide.

"Krystal transformed our online presence completely. We went from virtually invisible to ranking for 1,134 keywords and generating 60+ monthly enquiries.

This growth helped us expand from a single office with under 10 staff to 5 locations and 30+ employees nationwide. After 15 years working with Krystal, I can confidently say she consistently exceeds our expectations.



Ramzan Sharif, Fountain Solicitors



READY TO TRANSFORM YOUR WEB MARKETING?

You've got two options:

1. Take what you've learned from these 35 strategies and implement them yourself. Many can be completed in just a few hours.
2. Book a "More Clients From Your Website" call with me and I'll personally analyse your current website, identify your biggest conversion opportunities, and create a roadmap to transform your site into a client-generating machine.

**GET MORE CLIENTS FROM YOUR
WEBSITE CALL**



Don't let another day pass with a website that looks good but generates nothing.

Let's Build,

Krystal Blackwell

Krystal Blackwell

Founder

Krystal Designs

P.S. If you're tired of unpredictable referrals creating feast-or-famine cycles in your business, this call is your first step toward consistent, qualified leads flowing in while you focus on serving your clients.

WHAT HAPPY CLIENTS SAY ABOUT KRYSTAL DESIGNS

Here's just a small sampling of feedback and comments we've gotten from the people we've had the privilege to serve here at Krystal Designs.



Paused our Google campaign because we can't keep up with the flow of enquiries coming in.

Amazing - don't hesitate Krystal and her team work wonders with social media and paid ads - highly recommended!

- **Aziz Rahman**, Onyx Solicitors



Always helpful, enthusiastic and keen to find out different ways to help us

"Krystal is always helpful, enthusiastic and keen to find out different ways to help us. She has a great way of explaining what to do regarding our marketing and how we can also do things ourselves.

Our meetings are really beneficial and I always look forward to them.

Krystal is also great at sharing marketing ideas and suggesting some great books to read!"

- **John Ireland**, The Legacy Wills Company



Straightforward design which my customers will find easy to navigate

"Krystal was so responsive and created my website for my menswear business on time and brilliantly. She was recommended to me and I wouldn't hesitate to now recommend her myself.

She took my basic ideas and just came up with a simple and straightforward design which my customers will find easy to navigate and which my team can be proud of, as you can tell I'm very happy!"

- **Anna Hare**, Pure Suit Hire



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