



**KRYSTAL DESIGNS**  
TRANSFORMING YOUR MARKETING

# EMERGENCY WEBSITE FIX GUIDE

*Transform Your Underperforming  
Website Into A Lead Generation Asset*





# EMERGENCY WEBSITE FIX GUIDE

Thank you for downloading our Emergency Website Fix Guide!

Work through each section systematically. Check off items as you complete them. Even implementing a few of these changes can significantly improve your website's performance.

## Essential Elements – Contact Information

Your contact information is crucial for converting visitors into leads. Missing or hard-to-find contact details can cost you valuable enquiries.

- Add phone number in top header of your website
- Include business hours
- Display email contact clearly
- Add contact form on every page

## Basic Search Engine Friendly Fixes

These fundamental SEO elements help search engines understand and rank your website, making it easier for potential clients to find you.

- Update Page titles
- Add meta descriptions
- Fix broken links
- Optimise images
- Test your contact forms
- Make sure your SSL Certificate is installed



# EMERGENCY WEBSITE FIX GUIDE

## Mobile Responsiveness

Over 60% of website visits come from mobile devices. Poor mobile experience leads to lost opportunities.

- Test your website on multiple devices
- Fix text sizing
- Adjust button sizes
- Ensure forms work on mobile

## Loading Speed

Users abandon slow websites. Each second of delay can reduce conversions by 7%.

- Compress images
- Remove unused plugins
- Enable website caching
- Minimise redirects

## FEELING OVERWHELMED? WE'RE HERE TO HELP!

While this emergency fix guide gives you the essential steps, implementing them effectively can be challenging and too technical. If you're stuck or want faster results, let's talk.

[BOOK YOUR FRIENDLY TECHNICAL CALL](#)





# READY TO START GENERATING LEADS?

You've taken the first step by implementing these emergency fixes. Now it's time to transform these improvements into real leads.

## **YOUR NEXT STEP: Get Our "7-Day Website Quick Wins Action Plan"**

Inside You'll Discover:

- Homepage optimisation strategies
- Lead capture implementation
- Trust-building elements
- Conversion optimisation
- Performance tracking

**DOWNLOAD YOUR 7-DAY  
ACTION PLAN NOW**



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# 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.



## Huge increase in traffic and clients

*"Krystal Designs prepared our website 10 years ago, refreshed it 5 years ago and revamped it in 2023. On each occasion we at Fountain Solicitors have been impressed with their level of service, professionalism and high standard of work.*

*Each time we have seen a huge increase in traffic to our website and in turn increase in clients and profits. Highly recommended!"*

- **Ramzan Sharif**, Walsall



## 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!"*

- **Brian Wright**, Sutton Coldfield



## 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**, Norwich



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