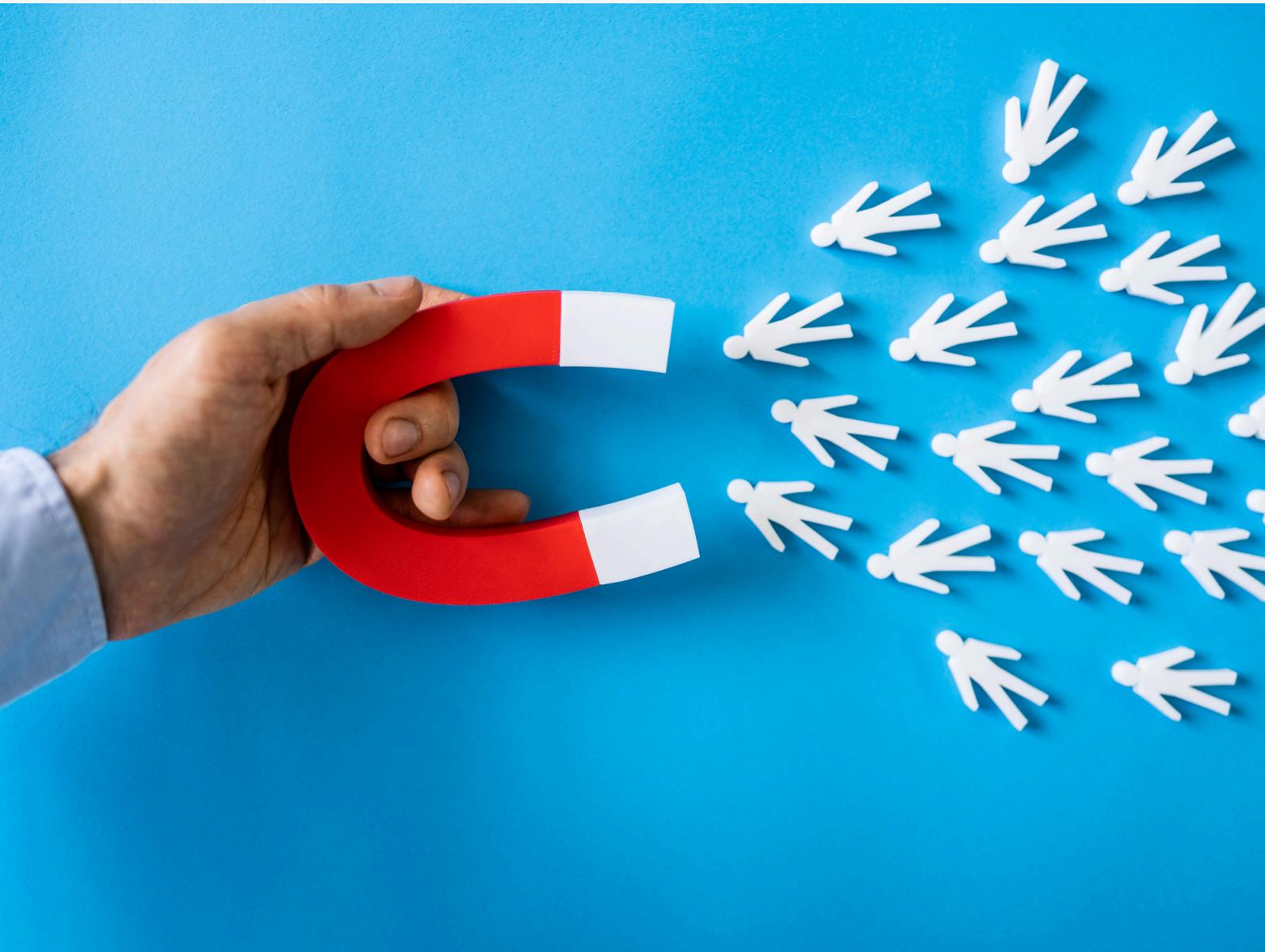




KRYSTAL DESIGNS
TRANSFORMING YOUR MARKETING

35 QUICK FIXES TO GET MORE LEADS FROM YOUR WEBSITE

(Without Spending a Penny More on Ads)





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?

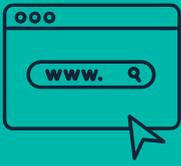
To achieve this, you need a systematic approach that goes beyond basic SEO and social media sharing. These 35 strategies have been tested across industries to transform underperforming websites into client-generating assets.



Turn Visitors Into Enquiries (Without Redesigning Everything)

A pretty site doesn't sell. A **persuasive site** does.

- Make your homepage act like a funnel (1 goal!)**
- Write headlines that promise results, not "Welcome to XYZ"**
- Say what you do in 10 words or less — super clear**
- Use real client testimonials (not random quotes)**
- Add short case study videos near buttons**
- Stack your social proof — logos, stars, real feedback**
- Use clear, benefit-driven buttons (e.g. "Get My Free Audit")**
- Cut forms to 3 fields max**
- Speed up your site (under 2 seconds = essential)**
- Design mobile-first (most traffic is mobile now)**
- Replace "Our Work" with "Our Results"**
- Add CTAs that pop up as people scroll**
- Use heatmaps to find and fix drop-off points**



Get Better Visitors (Not Just More Traffic)

You don't need 10,000 people a month. You need **10 people ready to buy.**

Here's how to get them:

- Show up for buyer keywords (not just generic terms)**
- Rank locally — Google Maps, reviews, schema**
- Run Google Ads to people searching for your exact service**
- Message decision-makers on LinkedIn**
- Build referral and partner relationships**
- Be a guest on industry podcasts**
- Get featured on blogs your ideal clients read**
- Answer real questions on niche forums**
- Optimise your YouTube titles and descriptions**
- Use "Help a Reporter" to get quoted in media**
- Offer a freebie or "lead magnet" directly on your homepage**



Follow Up So You Don't Lose the Lead

Most leads go cold because **you didn't follow up fast enough.**

- Send instant email confirmations with clear next steps**
- Add a "We got your message" SMS**
- Create a 5-part follow-up email sequence**
- Include a Calendly link in every email**
- Retarget people with proof (not discounts)**
- Score leads — spend time on the hot ones**
- Send content based on what they clicked**
- 72-hour "Still thinking about it?" message**
- Monthly tip emails that bring them back**
- Show behind-the-scenes proof of your work**
- Use exit-intent popups offering a bonus like a freebie**



YOUR BUSINESS COULD HAVE THE SAME RESULT TOO

When we started implementing these 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. You could implement these yourself, or we could do it for you in a fraction of the time with guaranteed results.
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.



Brilliant attention to detail and always delivers quickly.

"We've been using Krystal's services for over 2yrs. Throughout this time she has 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**, Derby



Consistently delivering 10+ daily enquiries

"Studio Charrette was seeing limited enquiries despite our Google Ads spend. Krystal's strategic overhaul turned our results around quickly, consistently delivering daily enquiries, increased online visibility, and measurable return on investment from our marketing spend.

We now have a market-leading authority platform that puts us ahead of competitors."

- **Jaspal Singh**, Kent



Online bookings increased to 700%

"Excellent all around! Krystal Designs helped my business grow not just 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 business."

- **Imad Guli**, Birmingham

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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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