

5 STEPS TO DOUBLE YOUR WEBSITE ENQUIRIES



abisti.co.uk



REALLY SIMPLY PLAIN ENGLISH GUIDES

5 Steps to Double Your Website Enquiries and Boost Your Sales

Your website should be out there working hard for you 24/7, but instead it's doing nothing – just sitting there like it's rained off and gone to the pub, on your time.

Follow these five steps to turn it into the sales machine you always wanted:

1. **Focus on Your Customers – It's About Them, Not You**

People come to your website to solve their problems, not to learn about your company. Make your content about them—their needs, challenges, and how you can help—rather than focussing on yourself.

2. **Keep It Simple**

Avoid overwhelming visitors with too much information. Your website should clearly communicate what you do and how you can help without being cluttered. It's not a brochure; it's a tool to sell your services.

3. **Stand Out from the Crowd**

Be yourself—everyone else is taken. Don't copy your competitors. Instead, identify what makes you different, whether it's a unique solution or the way you solve a particular problem. Highlight that throughout the sales process.

4. **Use Action-Oriented Calls to Action**

"Contact us" is too passive. Start engaging with potential clients by offering value right away, like "Book a Consultation," so they feel encouraged to take action.

5. **Drive More Traffic to Your Website**

No visitors = no enquiries. So invest time, money, or both, into driving traffic to your site.

Scroll down for how.....





ABISTI
est. 1999

REALLY SIMPLY PLAIN ENGLISH GUIDES

Become the go-to service in your area in 14 days without lifting a finger

Book a call here:

<https://calendly.com/abisti/30min>

Gerard Evans



<https://abisti.co.uk>

Helping entrepreneurs & SMEs get more dream clients and making you more visible.
with acclaimed web design, SEO, training & eco web hosting | Est. 1999

