

# Website Enquiries Recipe Guide



**The ingredients for  
generating enquiries online**



**We've created this document to help you understand the key ingredients used in a website optimised for generating enquiries.**

Although these are not quick recipes, with a bit of time and patience your website could be generating the orders and enquiries your business craves.

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*"You can't just place a few "Buy" buttons on your website and expect your visitors to buy whatever you're telling them to purchase. That's just not how our brains work."*

**– Neil Patel, Ubersuggest**

## Recipe Cards



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# Cater for everyone {Mobile ready websites}

Consider your guests, make sure that everyone is served.

## Ingredients



- Compatibility
- Consistency
- Intuitive Navigation
- Whitespace
- Fluid Image Use



## Notes



*Recent figures show that 50% of web traffic now comes from mobile, with one-third of all shopping made in the UK through mobile devices.*

*What's more, mobile commerce sales from retailing is expected to exceed £100 billion by 2024.*

*As of this year, the number of smartphone users in the UK is projected to hit 53.96 million, which is over 80% of all UK residents<sup>1</sup>.*

*To put it simply, without a responsive website, you could be missing out on a significant amount of business.*

## Directions



### STEP 1

Get all your ingredients and content ready. Blend together a responsive website that offers your site visitors the same experience no matter what browser/device they use. Ensuring the user journey is compatible and consistent.

### STEP 2

Combine your website navigation to the mix, it's important that this remains accessible and intuitive, remove any elements that could cause your visitors confusion.

### STEP 3

Bake the right balance of whitespace and optimised imagery into your website design. This is particularly important for mobile users, where images need to be available in various sizes, so that your website can select the most relevant version of the image to load.

1. <https://thecircularboard.com/mobile-commerce-statistics/>

## Make it quick {Fast loading websites}

Don't add too many ingredients. Just the essentials.

### Ingredients



- Page Load Speed
- Reduce Source Code
- Properly Sized Images
- Content Delivery Network (CDN)



### Notes



*According to Google, all it takes is for your website to take longer than 3 seconds to load, and 53% of visitors will abandon it in search of something faster.<sup>1</sup>*

*Many things can cause a site to slow down, such as bulky content, too much data, or even an outdated or overcomplicated design. Take time to make time, and check that your website is performing up to speed.*

*[Google's PageSpeed Insights](#) will help you identify ways to make your site both faster, and more mobile friendly.*

### Directions



#### STEP 1

Start by running a report to diagnose performance issues against the six metrics provided by Google. Google will list opportunities with estimated time savings, which by tackling the most severe first will reduce your page load speed.

#### STEP 2

Remove unused CSS and JavaScript and reduce plugins for faster load times.

#### STEP 3

Ensure all images are correctly sized, efficiently encoded and in next-gen formats, where possible. A Content Delivery Network (CDN) will give you the best results. **All it'seeze customers already benefit from being on a CDN for rapid site delivery.**

1. <https://www.thinkwithgoogle.com/intl/en-gb/marketing-strategies/app-and-mobile/mobile-page-speed-new-industry-benchmarks/>

## Get ready for service {Search engine optimisation}

Make sure potential guests can find your business.

### Ingredients



- Keywords
- Copy & Content
- Page Headings
- Page Titles
- Metadata



### Notes



*SEO is the process of optimising your website in order to rank higher in search results, and therefore drive more traffic to your site.*

*There are varying skill levels involved, but just by [mastering the essentials](#), you'll help your business get found online.*

*Your competitors are already optimising their websites for the most obvious search terms, so to make sure potential customers find your website first, you need to pick keywords which are less competitive, but more relevant to your target audience's needs.*

### Directions



#### STEP 1

Firstly, [hand-pick your keywords](#). These are the words and phrases you want your website to appear in search results for, so they need to be relevant to your business, and as niche as possible.

#### STEP 2

Sprinkle your keywords throughout your copy, [headings](#) and alt text so that search engines know to show your page in search results – just remember not to overdo it – keep your copy natural!

#### STEP 3

Incorporate your chosen keywords into your page title and [metadata](#) where possible, to help search engines decide whether your website is relevant to the search query.

## Locally sourced {Local search traffic}

Get locally sourced customers heading to your website.

### Ingredients



- Google Business Profile
- Optimisation
- Updates
- Respond to Reviews



### Notes



*Take advantage of local search traffic, get your business listed with a free Google Business Profile (GBP).*

*Essentially a free business directory, GBP will help you get your business in front of more customers. By providing Google with all the relevant information, you'll be able to improve your local ranking and enhance your presence in both search results and on Google Maps.*

*You will need to verify your business when you claim your GBP which can take 1-2 weeks, it's simply a case of entering your verification code, and filling in your business details.*

### Directions



#### STEP 1

Fully optimise your listing, fill out every section so that it's complete. This includes writing an engaging description, entering accurate business categories, business hours, contact details and so on.

You should also include high resolution images to further boost your appearance in search results.

#### STEP 2

Your business information will then be displayed in local searches, and better yet, your customers will be able to view your updates and review your products or services.

#### STEP 3

The more positive reviews you receive and respond to, the more your local ranking will benefit. You'll also stand to gain more business as your star rating, and thus credibility, grows, as 75% of people say that positive reviews make them trust a business more.<sup>1</sup>

1. <https://www.brightlocal.com/research/local-consumer-review-survey/>

## Keep it fresh {Produce quality content}

Don't let things go stale, constantly add quality content.

### Ingredients



— Blogging

— Infographics

— Video

— AR & VR

— Engagement



### Notes



*On the web, content is currency, and fresh, frequently updated content is worth its weight in gold.*

*By regularly updating your website with high quality content, you're able to show new visitors, existing customers, and search engines, that your business is active and your website is full of relevant and up to date information.*

*More content also means more opportunities to optimise your site. Each new piece of content allows you to create more keywords, more unique page titles and more meta descriptions, which will all help you get found online.*

### Directions



#### STEP 1

Add a good handful of fresh content to your website as often as possible, the easiest way to do this is to [add a blog](#). This will allow you to post regular articles, industry news, company updates, product features, and more, providing you with the perfect means to keep your website active, your customer base engaged, and search engines happy.

#### STEP 2

Consider using infographics, video, artificial reality & virtual reality and/or any medium that helps you engage with your target audience and generate online enquiries.

#### STEP 3

Just remember – the new content you add to your website has to be good quality for it to have a positive effect, so keep your site updated, but make sure content standards remain high!

## Shout your order {Call to actions}

Prompt your visitors to get in touch or to the checkout.

### Ingredients



- Add to Cart
- Get a Free Quote
- See it in Action
- Sign-up Today
- Take the Tour
- Talk to an Expert
- Watch Our Tutorial



### Notes



*In order for your website to serve its purpose, every piece of content should be encouraging your visitor towards an action. To ensure that this is effective, it's essential that you include a CTA button that allows your visitor to complete this action.*

*Whether you want them to buy your product, subscribe to your newsletter, or fill out your contact form, this simple component will compel them to do so through a clear, concise, and direct command.*

*Your CTA should be attention grabbing or emotive, and should make people want to click.*

### Directions



#### STEP 1

Use [heatmap tools](#) for measuring visitor activity and understanding click patterns. This lets you determine if there's activity on your CTA or if you should place it in a different location. It also lets you know the elements that visitors misunderstand as links.

#### STEP 2

Use first-person action verbs and power words, choose words that evoke a sense of urgency and momentum to your offerings: Visit, Now, Learn, Last, Buy, Shop and Try.

#### STEP 3

Experiment with CTA button shapes and color combos. Make your CTA easy to understand, complementary to the page design, and positioned in the most logical place to generate the greatest number of click-throughs.



## Add the secret sauce {Competitor research}

What dishes are your competitors serving?

### Ingredients



- Local Competition
- National Competition
- Indirect Competitors
- Future Competitors
- Replacement Competitors



### Notes



*This is the online marketing secret your competitors really don't want you to know – make sure you keep tabs on what they're doing to market themselves online, because you can bet that they're checking up on you.*

*The easiest way to build your marketing strategy, by doing your research you'll be able to find out exactly what your main competitors are – or are not – doing to get ahead.*

*Once you've identified what's working for them, you'll have a good idea of where to take your business next in your quest for a successful online presence.*

### Directions



#### STEP 1

Research your competitors on social media. Take note of which platforms they use, what they post about, and what gets the best reactions, consider adopting similar practices in your own social media strategy.

#### STEP 2

Are they listed on directories? Do they blog? Glean what information you can from this, and also use it as a source of inspiration to see what you should be blogging about yourself.

#### STEP 3

Whilst monitoring the competition will help you figure out what direction to take your digital marketing efforts in, remember that you don't want to copy them exactly, rather you want to use what you learn to influence and inspire your own approach.



## Hungry for faster results? We can help.



Now, more than ever, businesses rely on their websites to connect with prospects.

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