



FREE GUIDE

# 10 Things Your Website Should Be Doing

## (But Probably Isn't)

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A practical guide for North Wales business owners who want their website to actually work harder and win more customers.

# Let's Be Honest...

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Your website might look fine. It might even look good. But is it actually doing its job?

For most small businesses across North Wales, the answer is no. Their website sits there like a digital brochure — nice to look at, but not really pulling its weight when it comes to winning new customers.

The truth is, a website that just 'exists' isn't enough anymore. Your competitors are getting smarter, your customers are getting pickier, and Google's standards are getting higher. If your site isn't actively working for you, it's working against you.

The good news? Most of the fixes are simpler than you think.

In this guide, we've pulled together the 10 things that separate a website that generates enquiries from one that just takes up space on the internet. These aren't complex, technical secrets — they're practical, proven changes that can make a real difference to your business.

Whether you're thinking about a new website or wondering why your current one isn't delivering results, this guide will help you understand what's missing and what to do about it.

Let's dive in.

## 1

## A Clear Message Above the Fold

*You have about 3 seconds to convince a visitor to stay on your website. That's it. If they can't immediately understand what you do and why they should care, they're gone.*

The area of your website that's visible before someone scrolls — known as 'above the fold' — is the most valuable real estate on your entire site. Yet so many businesses waste it with vague slogans, stock imagery, or worse, a slow-loading slideshow.

Your above-the-fold content should answer three questions instantly: What do you do? Who do you do it for? What should they do next? Get this right and you'll keep visitors engaged. Get it wrong and they'll bounce to a competitor before they've even seen your best work.

### QUICK WIN:

Open your website on your phone right now. Can you tell exactly what your business does and how to contact you without scrolling? If not, that's your first fix.

## 2

## Mobile-First Design That Actually Works

*Over 60% of web traffic now comes from mobile devices. If your website doesn't look and feel brilliant on a phone, you're turning away the majority of your potential customers.*

Being 'mobile-friendly' isn't just about your site shrinking to fit a smaller screen. It's about the whole experience: buttons that are easy to tap, text that's readable without pinching and zooming, forms that are simple to fill in, and pages that load quickly on mobile data.

Google now uses mobile-first indexing, which means it primarily looks at the mobile version of your site when deciding where to rank you in search results. A clunky mobile experience doesn't just frustrate customers — it actively hurts your visibility online.

### QUICK WIN:

Test your site on Google's free PageSpeed Insights tool ([pagespeed.web.dev](https://pagespeed.web.dev)). It'll show you exactly how your mobile experience stacks up and flag the biggest issues.

## 3

## Calls to Action on Every Page

*If someone lands on your website and likes what they see, what happens next? If the answer isn't immediately obvious, you're losing business.*

A call to action (CTA) is simply a prompt that tells visitors what to do next: 'Get a Free Quote', 'Book a Consultation', 'Call Us Today'. It sounds basic, but you'd be amazed how many websites bury their contact details or assume visitors will hunt for the right page.

Every single page on your website should have at least one clear CTA. Not hidden in the footer, not tucked away in a menu — front and centre where it counts. Think of it this way: if a visitor is ready to become a customer, your website should make that as easy as possible.

**QUICK WIN:**

Check each page of your site. If any page doesn't have a clear button or link telling visitors what to do next, add one. Even a simple 'Contact Us' button can make a difference.

## 4

## Fast Loading Speed

*A one-second delay in page load time can reduce conversions by 7%. If your website takes longer than 3 seconds to load, over half your visitors will leave before they've seen a single thing.*

Speed matters more than most business owners realise. It affects your search engine rankings, your bounce rate, your customer experience, and ultimately your bottom line. Large image files, clunky code, cheap hosting, and outdated platforms are the usual culprits.

The frustrating thing is that slow websites often look fine to the business owner because they've visited the site so many times their browser has cached most of it. Your first-time visitors don't have that luxury — they're experiencing the full, unoptimised load time.

**QUICK WIN:**

Run your website through GTmetrix ([gtmetrix.com](https://gtmetrix.com)) for a detailed speed report. Focus on image optimisation first — it's usually the quickest and easiest win.

## 5

## Search Engine Optimisation (SEO) Basics

*If your website doesn't appear on the first page of Google when someone searches for your services, you're essentially invisible to a huge chunk of potential customers.*

SEO doesn't have to be complicated. At its core, it's about making sure Google can understand what your website is about and that it matches what people are searching for. This means having the right keywords in your page titles, headings, and content.

For local businesses in North Wales, local SEO is particularly powerful. Making sure your website mentions the areas you serve, having a Google Business Profile, and getting listed in local directories can dramatically improve your visibility to nearby customers who are actively looking for what you offer.

**QUICK WIN:**

Make sure every page on your site has a unique title tag that includes what you do and where you do it. For example: 'Professional Plumbing Services in Prestatyn | Your Business Name'.

## 6

## Trust Signals and Social Proof

*People buy from businesses they trust. Your website needs to earn that trust quickly, especially if someone has never heard of you before.*

Trust signals include things like customer testimonials, Google reviews, case studies, professional accreditations, industry awards, and recognisable client logos. They're the digital equivalent of a personal recommendation, and they work incredibly well.

The key is placement. Don't hide your best reviews on a testimonials page that nobody visits. Feature them prominently on your homepage, your services pages, and near your calls to action. When a visitor is deciding whether to get in touch, a glowing review from someone like them can be the nudge they need.

**QUICK WIN:**

Add your 3 best Google reviews to your homepage this week. If you don't have Google reviews yet, ask your happiest customers — most will be delighted to help.

## 7

## Fresh, Relevant Content

*A website that hasn't been updated in months (or years) sends a message — and it's not a good one. It tells visitors you might not be active, attentive, or even still in business.*

Regularly updated content shows Google and your visitors that your business is alive, active, and engaged. This doesn't mean you need to blog every week (although it helps). It could be as simple as updating your services, adding recent project photos, or sharing seasonal offers.

Fresh content also gives Google new pages to index and more opportunities to rank for different search terms. Each piece of content is a doorway that can bring new visitors to your site. Think of it as your best salesperson working 24/7 — but only if you keep feeding it.

**QUICK WIN:**

Set a monthly reminder to update at least one thing on your website. Add a recent project, refresh your homepage message, or publish a helpful blog post relevant to your customers.

## 8

## A Secure, Professional Setup

*If your website shows 'Not Secure' in the browser bar, you're actively scaring away customers. Security isn't optional anymore — it's a basic expectation.*

An SSL certificate (the padlock icon in your browser) is the bare minimum. It encrypts data between your website and your visitors, and Google has confirmed it's a ranking factor. Beyond SSL, your site needs to be GDPR-compliant with a proper privacy policy and cookie notice.

Professional setup also means having a proper business email address (you@yourbusiness.co.uk, not a Gmail address), consistent branding, and no broken links or error pages. These details might seem small, but they add up to form a visitor's overall impression of your business.

**QUICK WIN:**

Visit your website and check the browser bar. If you don't see a padlock icon, contact your web host urgently — this is costing you customers and rankings right now.

## 9

## Clear Navigation and User Experience

*If visitors can't find what they're looking for within a couple of clicks, they won't keep trying. They'll leave and find a competitor whose website makes life easier.*

Good navigation is invisible — visitors don't even think about it because everything is exactly where they expect it to be. Bad navigation creates friction, confusion, and frustration. Keep your main menu simple with no more than 5-7 items, use clear labels (not clever ones), and make sure every important page is reachable within two clicks.

Think about the journey your ideal customer takes. They land on your homepage, they want to see what you offer, they want proof you're good at it, and then they want to get in touch. Your website structure should mirror that journey seamlessly.

**QUICK WIN:**

Ask someone who's never visited your website to find your contact details starting from the homepage. Time them. If it takes more than 10 seconds, your navigation needs work.

## 10

## Analytics and Tracking

*If you don't know how many people visit your website, where they come from, or what they do when they get there, you're flying completely blind.*

Google Analytics is free and gives you powerful insights into your website's performance. You can see which pages are popular, where visitors drop off, how people find you, and whether your site is actually generating enquiries. Without this data, every decision about your website is just a guess.

The businesses that get the best results from their websites are the ones that regularly check their analytics and make informed decisions based on real data. It doesn't take long — even a quick monthly check-in can reveal opportunities you'd otherwise miss completely.

**QUICK WIN:**

Check whether Google Analytics is installed on your site by visiting your website and looking at the page source for 'gtag' or 'analytics'. If it's not there, setting it up takes less than 30 minutes and it's completely free.

# So, What Next?

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If you've been nodding along to more than a couple of these points, you're not alone. Most small business websites are leaving money on the table without even realising it.

The good news is that every single one of these 10 things is fixable and at Webup® Media, it's exactly what we do.

We design affordable, beautifully crafted websites for small businesses across North Wales that don't just look great, they work hard to bring you more customers. Every site we build is mobile-responsive, fast-loading, SEO-ready, and designed with your customers in mind.

And unlike most web designers, we don't just hand you a website and disappear. We provide lifetime support, so you've always got someone to call when you need help or advice.

## Ready to Get More From Your Website?

Book a free, no-obligation website review with Dana.

We'll take a look at your current site and show you exactly what's holding it back — and how we can fix it.

**EMAIL** [hello@webup.co.uk](mailto:hello@webup.co.uk)

**WEB** [www.webup.co.uk](http://www.webup.co.uk)



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