

Top 5 Ways to increase

Local Leads on Your Website

STEP 1

Add Clear Calls-to-Action on Every Page

Ensure every page has a clear, compelling call-to-action (CTA) that **directs visitors on the next steps** (e.g., "Contact Us Today," "Get a Free Quote," "Schedule an Appointment").

Best Practices

- Place CTAs in highly visible areas such as the header, at the end of service descriptions, and on landing pages.
- Use action-oriented language that tells the visitor exactly what to do.



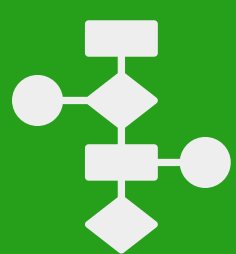
STEP 2

Optimize Your Website for Mobile Users

Ensure your website is fully responsive and loads quickly on mobile devices.

Best Practices

- Use a mobile-friendly theme or framework for your website.
- Check your website's mobile usability using Google's Mobile-Friendly Test.
- Simplify forms for mobile users by reducing the number of fields and using large, tappable buttons.



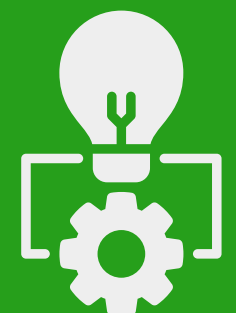
STEP 3

Use Lead Capture Forms and Popups

Add strategically placed lead capture forms and popups to gather visitor information in exchange for something valuable (e.g., free consultation, quote, guide).

Best Practices

- Use forms that are easy to fill out with only essential information - name, email, and phone
- Offer something of value for their contact information - free consultation, checklist, or discount.



STEP 4

Showcase Social Proof and Reviews

Display reviews, testimonials, and client logos prominently on your website to build credibility and trust.

Best Practices

- Add a dedicated testimonial or reviews section on your homepage.
- Showcase Google reviews, Yelp testimonials, or case studies with before-and-after results.



STEP 5

Create Localized Landing Pages

Build dedicated landing pages for specific locations or services, optimized for local keywords to attract traffic from different areas.

Best Practices

- Create service-specific landing pages that address the needs of local customers (e.g., "Plumbing Services in [City]").
- Include location-specific keywords, maps, and contact information to boost local SEO.



How We Can Help You Boost Your Local Leads

At Fresh Start Sites, we specialize in creating **high-converting** websites tailored to **local service businesses**. By partnering with us, you'll get a website that not only looks great but is also **optimized** to turn visitors into **paying customers**.

Fresh Start Sites