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The Website Success System

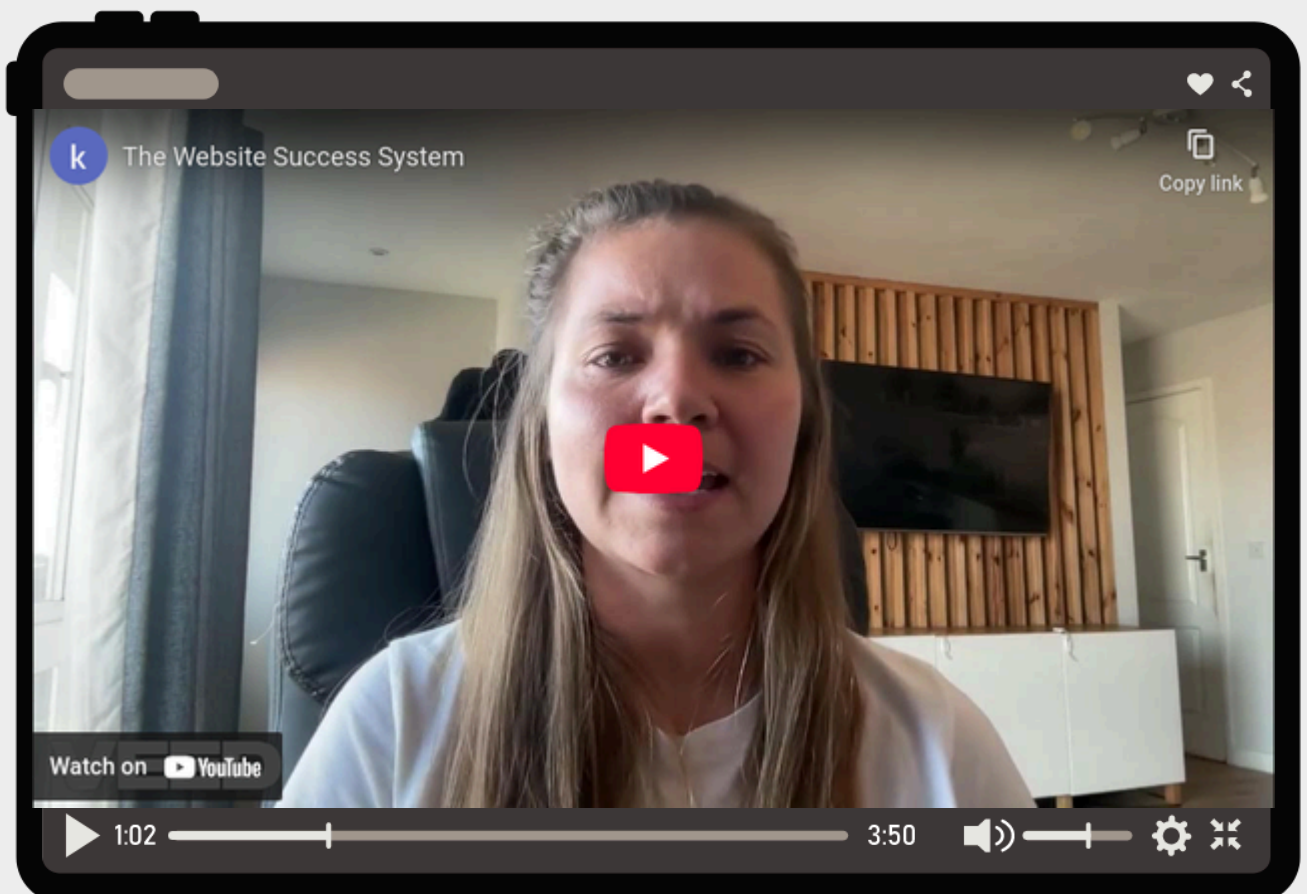
A premium guided workbook + short videos that help you plan, write, and optimise a website that actually brings clients in and get found online fast.

KAYLEIGH M.
STUDIO

Welcome to The Vault

The Website Success System is a step-by-step process to transform your website into a powerful business tool. You'll get clear on your goals, map out a page-by-page plan, write compelling words with ease, and switch on the visibility tools that help you get found online — all with a focused 30-day action plan to keep you moving forward.

<https://www.youtube.com/watch?v=W6MMkInqWV8>



How to Use This Vault

01

GO STEP BY STEP. EACH STAGE BUILDS ON THE LAST. DON'T SKIP AHEAD.

02

USE THE FILLABLE WORKBOOK. EVERY PAGE IS DESIGNED TO MAKE YOU THINK, CAPTURE YOUR ANSWERS, AND TURN THEM INTO A PLAN.

03

LEAN ON THE VIDEOS. THEY'LL WALK YOU THROUGH EACH SECTION IN PLAIN ENGLISH AND KEEP YOU MOTIVATED.

04

TAKE YOUR TIME. THIS IS NOT A RACE. THE MORE INTENTIONAL YOU ARE, THE BETTER YOUR RESULTS.

05

KEEP IT ALIVE. RETURN TO YOUR ANSWERS EVERY 90 DAYS. UPDATE, REFINE, AND KEEP GROWING.

The Journey

Every great business needs a clear path. Here's the one we'll walk together:

STEP 1: GET CLARITY:
AUDIT WHERE YOU ARE NOW. SEE YOUR GAPS. DEFINE YOUR GOALS, AUDIENCE, AND MEASURES OF SUCCESS.

STEP 2: BUILD YOUR WEBSITE PLAN: SHAPE YOUR SITEMAP AND BLUEPRINTS SO EVERY PAGE HAS A CLEAR JOB.

STEP 3: WRITE & OPTIMISE CONTENT:
USE TEMPLATES AND SEO ESSENTIALS TO BRING WORDS TO LIFE AND MAKE THEM FINDABLE.

STEP 4: GET FOUND ONLINE, SWITCH ON YOUR VISIBILITY:
GOOGLE BUSINESS PROFILE, REVIEWS, SOCIAL PROOF, AND SIMPLE MARKETING SWIPES.

STEP 5: REVIEW & ACTION PLAN:
SCORE YOUR PROGRESS AND CREATE A 30-DAY ROADMAP YOU CAN ACTUALLY STICK TO.

Contents

Step 1: Get Clarity

- 1.1 10-Minute Self-Audit (Scorecard)
- 1.2 Interpret Your Score (What to fix first)
- 1.3 Define Your Goal, Offer & Proof
- 1.4 Dream Client Snapshot

Step 2: Build Your Website Plan

- 2.1 Choose Your Site Structure (Sitemap)
- 2.2 Homepage Blueprint (5 high-converting layouts)
- 2.3 Services Page Blueprint
- 2.4 About Page Blueprint (Story prompts)
- 2.5 Contact/Booking Page Blueprint
- 2.6 Trust Blocks (Testimonials, logos, guarantees)

Step 3: Write & Optimise Content

- 3.1 Copy Templates (Home, Services, About, Contact)
- 3.2 Voice & Tone Tweaks (Make it sound like you)
- 3.3 Keyword Cheatsheet (Service + Location patterns)
- 3.4 On-Page SEO Checklist (Titles, metas, headings)
- 3.5 Internal Links & Navigation Best Practices
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- 3.7 Video Script: SEO for Humans

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Step 4: Get Found Online

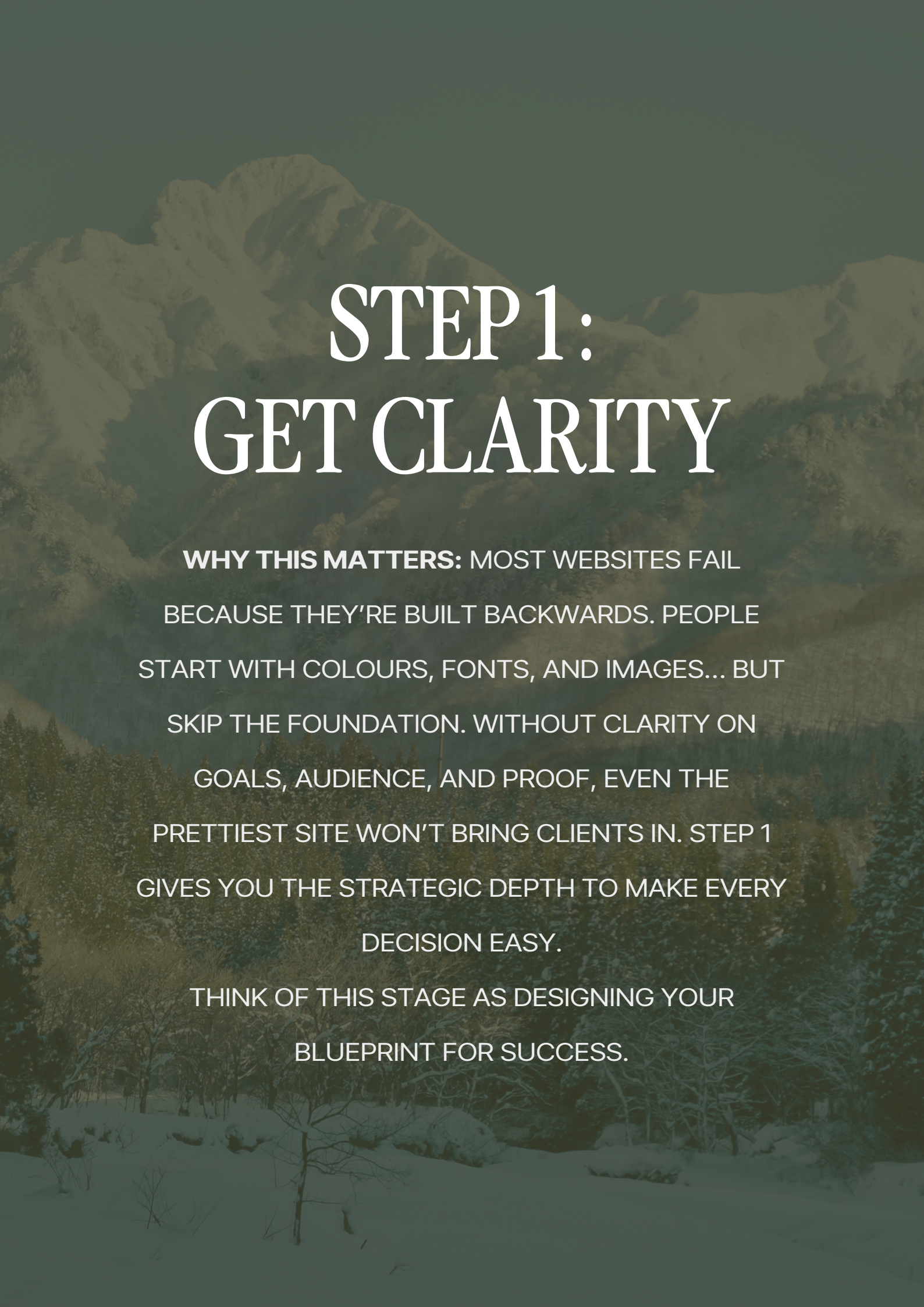
- 4.1 Google Business Profile Setup Checklist
- 4.2 30 Done-for-You GBP Posts (fill-in-the-blank)
- 4.3 10 Q&A Seeds to Pre-Load
- 4.4 Review Request Scripts (Email, SMS, QR)
- 4.5 Social + Email Swipes to Drive Website Visits
- 4.6 Tracking: Simple KPI Sheet (impressions → clicks → leads)

Step 5: Review & Action Plan

- 5.1 Re-Audit (Compare scores)
- 5.2 Focus Five: Your Next 30 Days
- 5.3 Roadmap: DIY vs Hire (and what to outsource)

Appendix

- 30 Google Business Profile prompts
- Q&A Prompts
- Call to action Vault
- Glossary (Plain English)
- Resources & Tools
- License & Usage



STEP 1: GET CLARITY

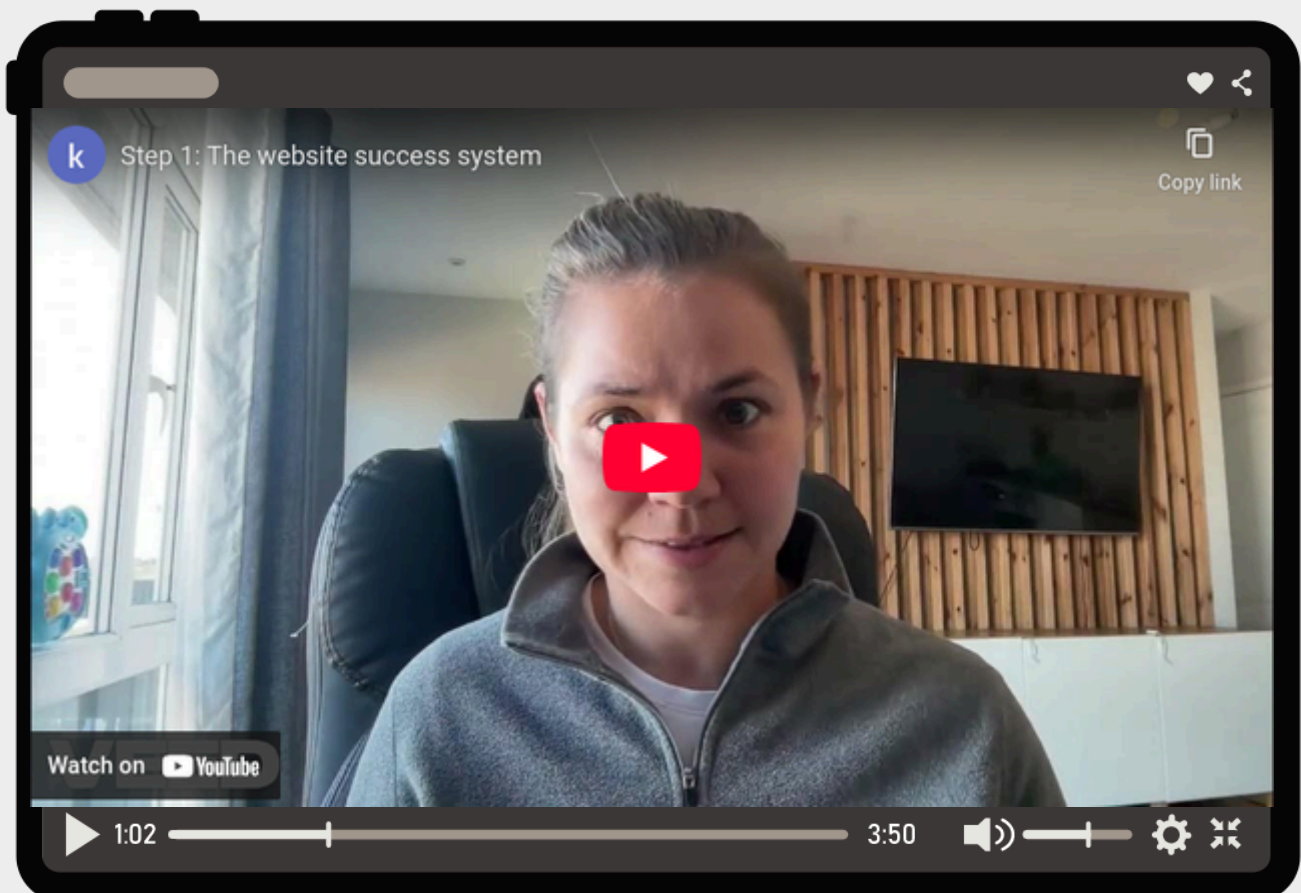
WHY THIS MATTERS: MOST WEBSITES FAIL BECAUSE THEY'RE BUILT BACKWARDS. PEOPLE START WITH COLOURS, FONTS, AND IMAGES... BUT SKIP THE FOUNDATION. WITHOUT CLARITY ON GOALS, AUDIENCE, AND PROOF, EVEN THE PRETTIEST SITE WON'T BRING CLIENTS IN. STEP 1 GIVES YOU THE STRATEGIC DEPTH TO MAKE EVERY DECISION EASY.

THINK OF THIS STAGE AS DESIGNING YOUR BLUEPRINT FOR SUCCESS.

1.1 THE TEN-MINUTE SELF-AUDIT

This audit is your starting point. It gives you a diagnostic snapshot of your current website (or your readiness to build one). It highlights strengths and weaknesses across six pillars that matter most: Message, Trust, UX, Content, SEO, and Visibility. Instructions: Read each statement. Tick ✓ if it's true for your website. Leave blank if it's false or uncertain. At the end, count your ticks and score yourself.

<https://youtu.be/uH8x8wpbmII>



Tick ✓ for each “Yes”. Leave blank for “No/Not sure”.

Pillar A: Message & Market Fit

- ☐ I can explain what I do in one sentence.
- ☐ My homepage headline states a clear outcome, not just a job title.
- ☐ I name my ideal client (industry or situation) clearly.
- ☐ My top 1–2 offers are obvious within 5 seconds.
- ☐ My top 1–2 offers are obvious within 5 seconds.
- ☐ I show concrete results (metrics, outcomes, case snippets).
- ☐ I avoid jargon; plain language throughout.
- ☐ I answer “Why choose us” with 3–5 proof points.
- ☐ I have a clear promise or value proposition.

Tick ✓ for each “Yes”. Leave blank for “No/Not sure”.

Pillar B: Offer, Proof & Trust

- ☐ Each offer has a simple, scannable outline (what’s included, who it’s for).
- ☐ I display recent testimonials with names/contexts.
- ☐ I include recognisable trust markers (logos, accreditations, guarantees).
- ☐ Pricing or “from” pricing is findable without digging.
- ☐ I have at least one case study or before/after example.
- ☐ I show real contact details (not just a form).
- ☐ I explain how the process works in 3–5 steps.
- ☐ I offer a risk reducer (free consult, guarantee, audit).

Tick ✓ for each “Yes”. Leave blank for “No/Not sure”.

Pillar C: Conversion & UX

- ☐ There is one Primary CTA (e.g., “Book a call”) visible in the header.
- ☐ Each page ends with a clear next step.
- ☐ Forms ask only essential fields.
- ☐ Contact/booking details are above the fold on the Contact page.
- ☐ The site is mobile-friendly (buttons, spacing, font size).
- ☐ Navigation is simple (≤ 7 top-level items).
- ☐ There’s a sticky or repeated CTA on key pages.
- ☐ I track enquiries (form, phone clicks) in a simple sheet or tool.

Tick ✓ for each “Yes”. Leave blank for “No/Not sure”.

Pillar D: Content & Structure

- ☐ Every service has its own page (not just a list).
- ☐ Each page has a clear H1 and logical sub-headings.
- ☐ I answer common FAQs on service pages.
- ☐ I use original, relevant images (not just generic stock).
- ☐ I include location cues (service areas, map, local terms).
- ☐ I have fresh content in the last 90 days (blog/news/gallery).
- ☐ I link between related pages (services ↔ case studies).
- ☐ Accessibility basics: contrast, alt text, readable fonts.

Tick ✓ for each “Yes”. Leave blank for “No/Not sure”.

Pillar E: SEO & Technical Basics

- ☐ Each page has a unique Title (50–60 chars) and Meta Description (≤ 160).
- ☐ URLs are clean and include keywords (e.g., /boiler-repair-brighton).
- ☐ Images are compressed; pages load quickly on mobile.
- ☐ I use descriptive alt text for images.
- ☐ I have Google Analytics + basic goal tracking set up.
- ☐ I have Google Search Console connected.
- ☐ My site has an SSL (https) and no mixed-content warnings.
- ☐ No obvious 404s or broken links.

Tick ✓ for each “Yes”. Leave blank for “No/Not sure”.

Pillar F: Visibility & Reputation

- ☐ I have a Google Business Profile (GBP) claimed & verified.
- ☐ Business hours, categories, and services are accurate.
- ☐ I’ve posted on GBP in the last 30 days.
- ☐ I have 10+ reviews with recent activity.
- ☐ I reply to all reviews (good and bad).
- ☐ My name, address, phone (NAP) match across web listings.
- ☐ I use social & email to point people back to the website.
- ☐ I have at least one lead magnet or incentive on site.

YOUR SCORE

Count all ✓ marks = ____ / 48

Score Interpretation

- 0–16 (Red): Start with Message → Offer → One clear CTA. Fix the basics before design.
- 17–32 (Amber): Solid foundation. Prioritise Conversion UX and SEO basics next.
- 33–48 (Green): You're in good shape. Focus on visibility and social proof to scale.

1.2 INTERPRET & PRIORITISE

A scorecard is only powerful if you use it. Here, you'll take your results and decide what to fix first.

Top 3 Weak Pillars (lowest ✓ counts):

1

2

3

Your Starting Track:

- Weak in Message/Offer → Focus on Step 2 blueprints.
- Weak in UX/Content → Prioritise Step 2 + Step 3.
- Weak in SEO/Visibility → Jump ahead to Step 3.3–3.4 and Step 4.

Quick Wins List (Things I can improve TODAY in 90 minutes):

1

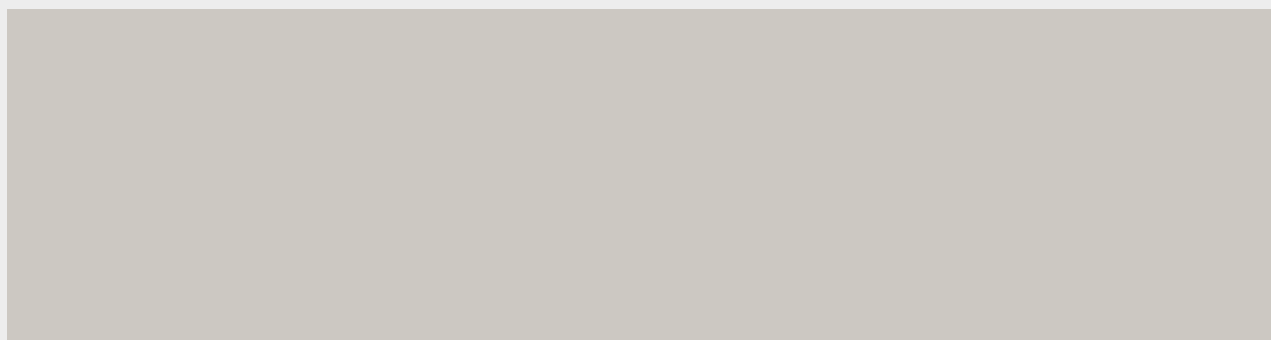
2

3

1.3 DEFINE YOUR GOAL, OFFER & PROOF

A website must act like a salesperson.
That means it needs one clear job, a core
offer, and visible proof that you can deliver.

Primary Website Goal (choose one):



01



Your Primary CTA (call-to-action) Wording:

Examples: Book a free consultation / Get a same-day quote / Check availability

Write yours:

Core Offer (clarity page):

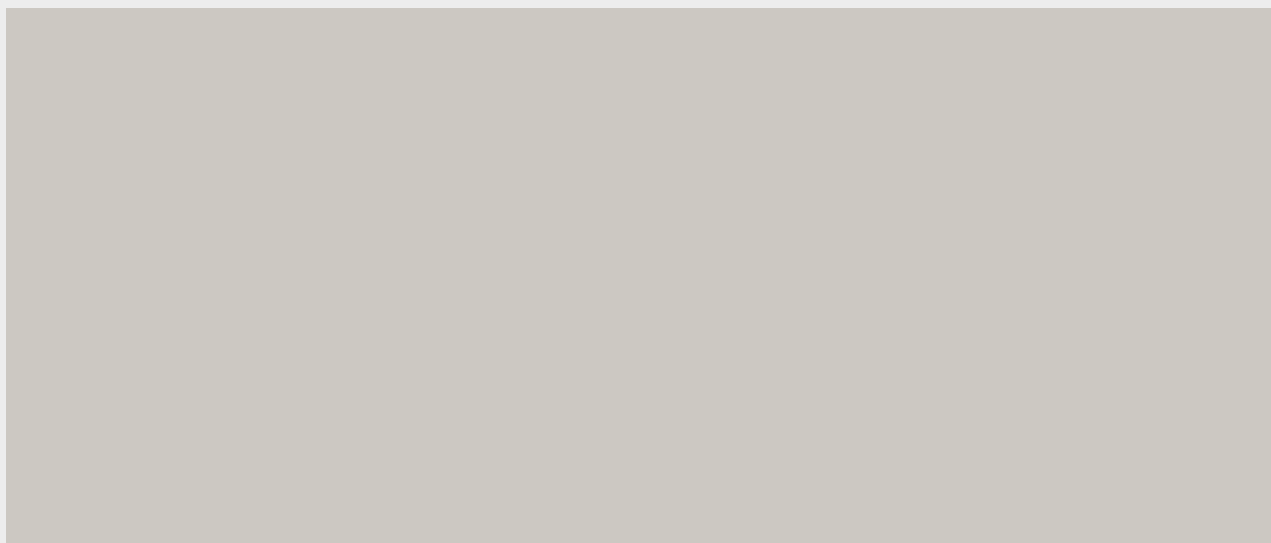
What is it? (1–2 sentences):

Who is it for? (specific):

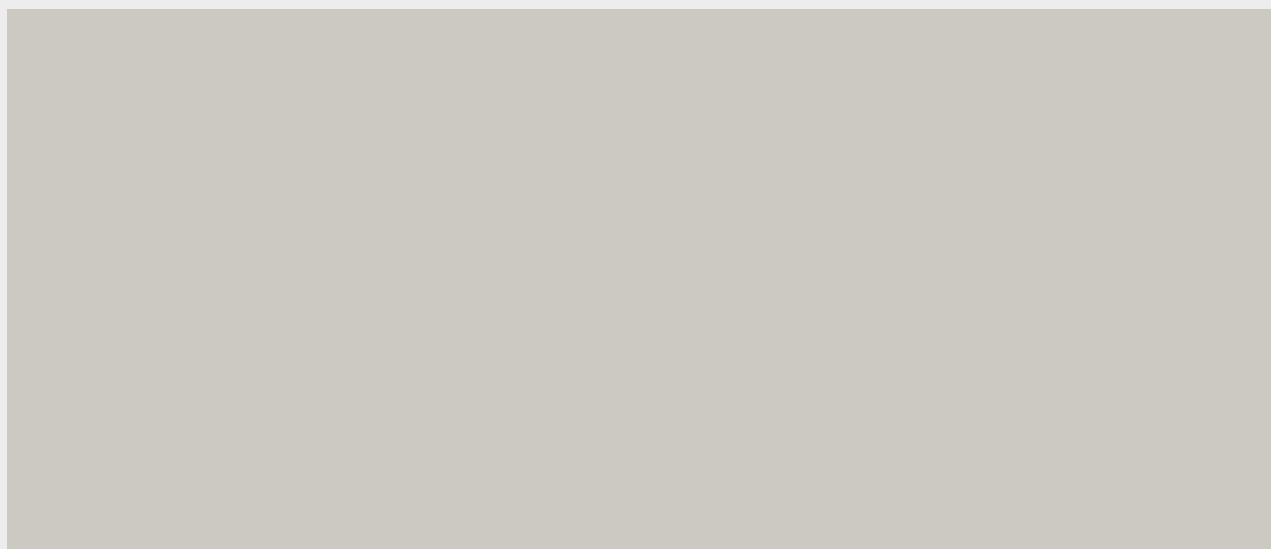
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Top 3 outcomes/results:

A large, empty rectangular box with a light beige background, intended for listing the top 3 outcomes or results.

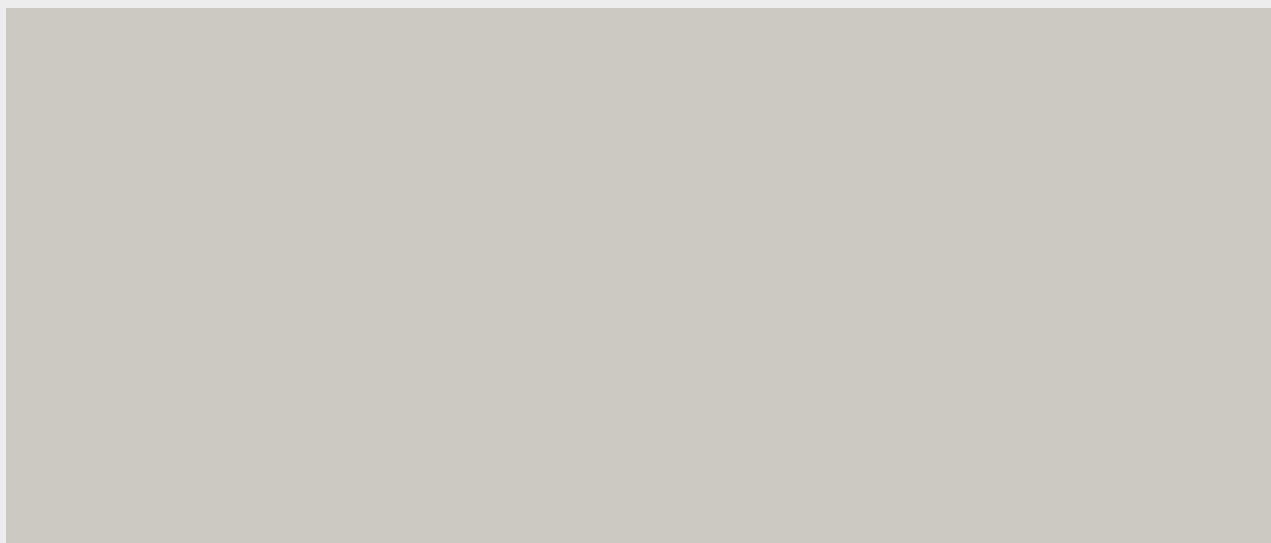
What's included (bullets):

A large, empty rectangular box with a light beige background, intended for listing what is included in bullet points.

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Social proof you can display:

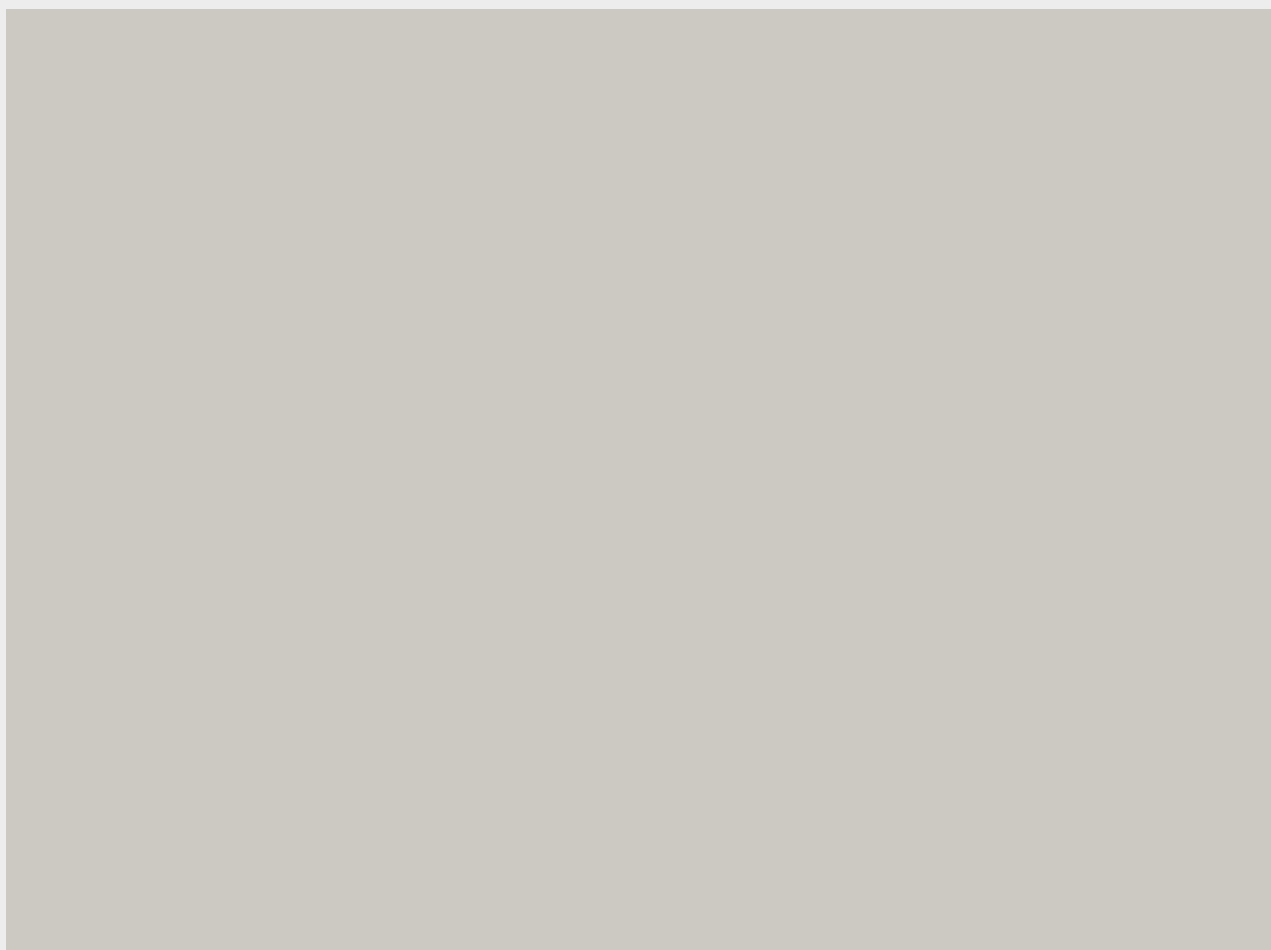


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Your One-Liner (paste on homepage hero):

I help [ideal client] achieve [valuable outcome] with [your service] so they can [bigger benefit].



1.4

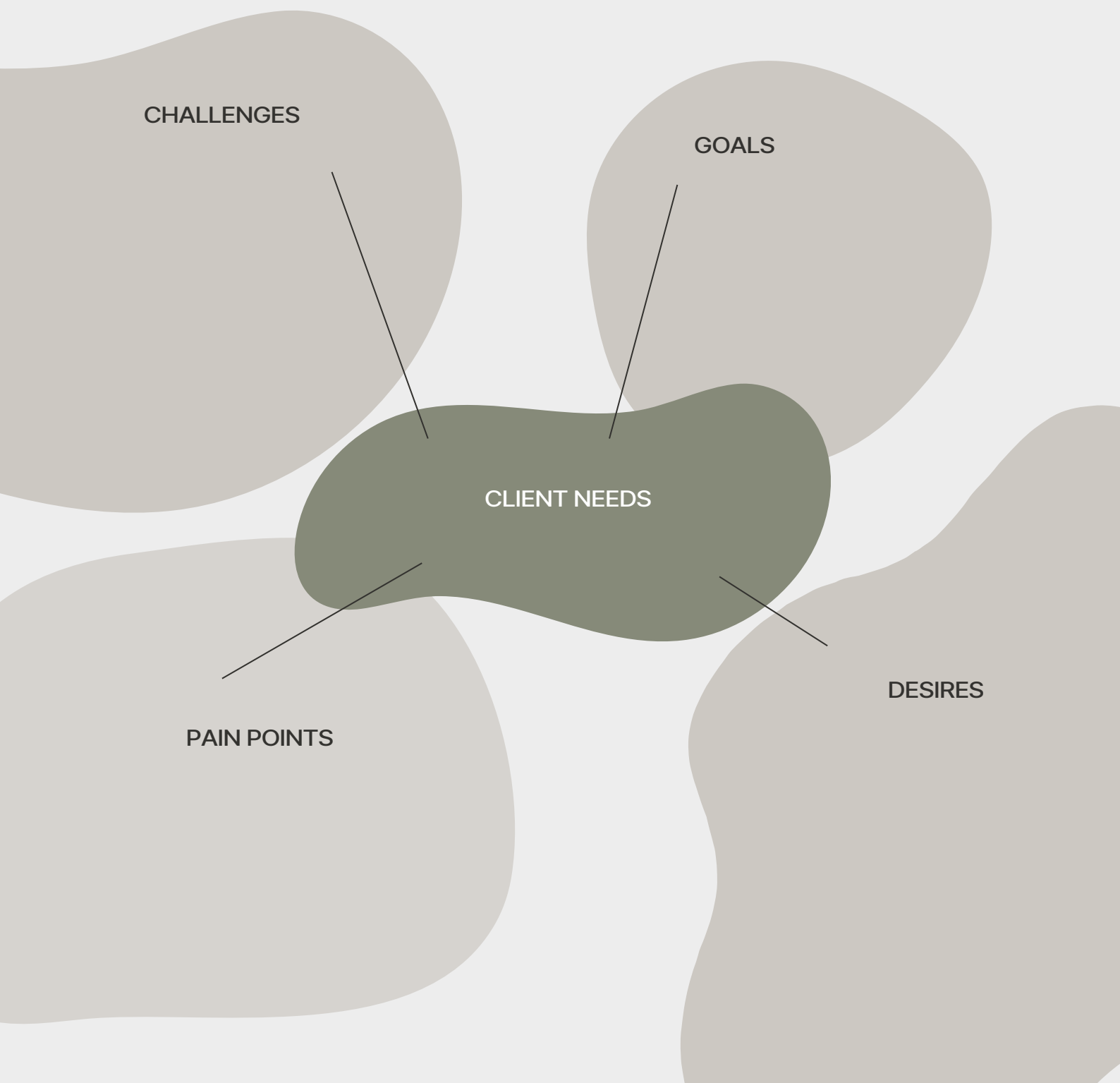
DREAM CLIENT
SNAPSHOT

Websites are conversations. But if you don't know who you're talking to, you'll end up speaking to everyone (and no one). This section makes sure every word and design choice is anchored to a specific audience.

Identifying Your Target Audience's Needs

Begin by analyzing your target audience's primary needs and challenges. This understanding forms the foundation of your UVP, as it ensures that what you offer is precisely aligned with what your ideal clients are seeking.

MIND MAP

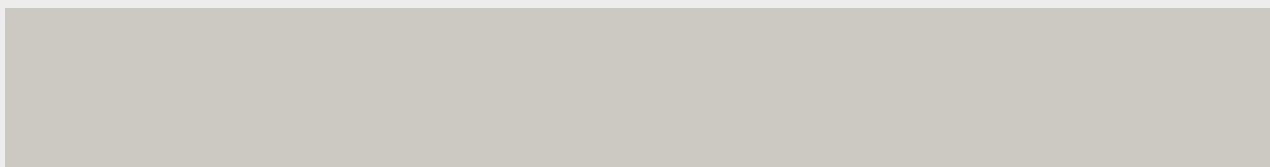


01

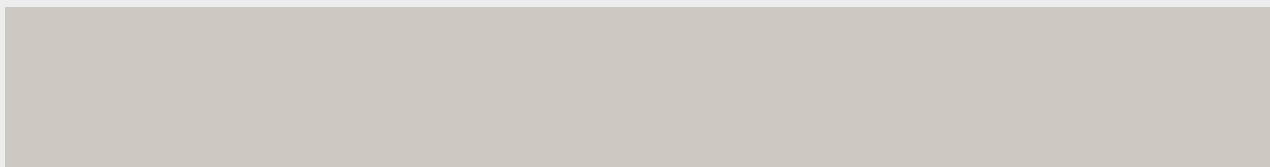
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Who are they?

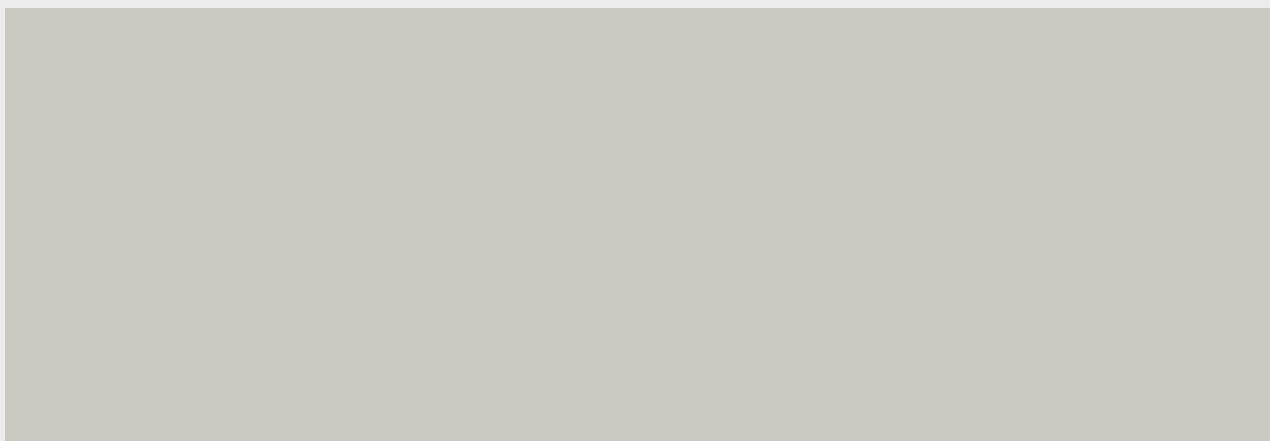
What do they do



Age/demographic

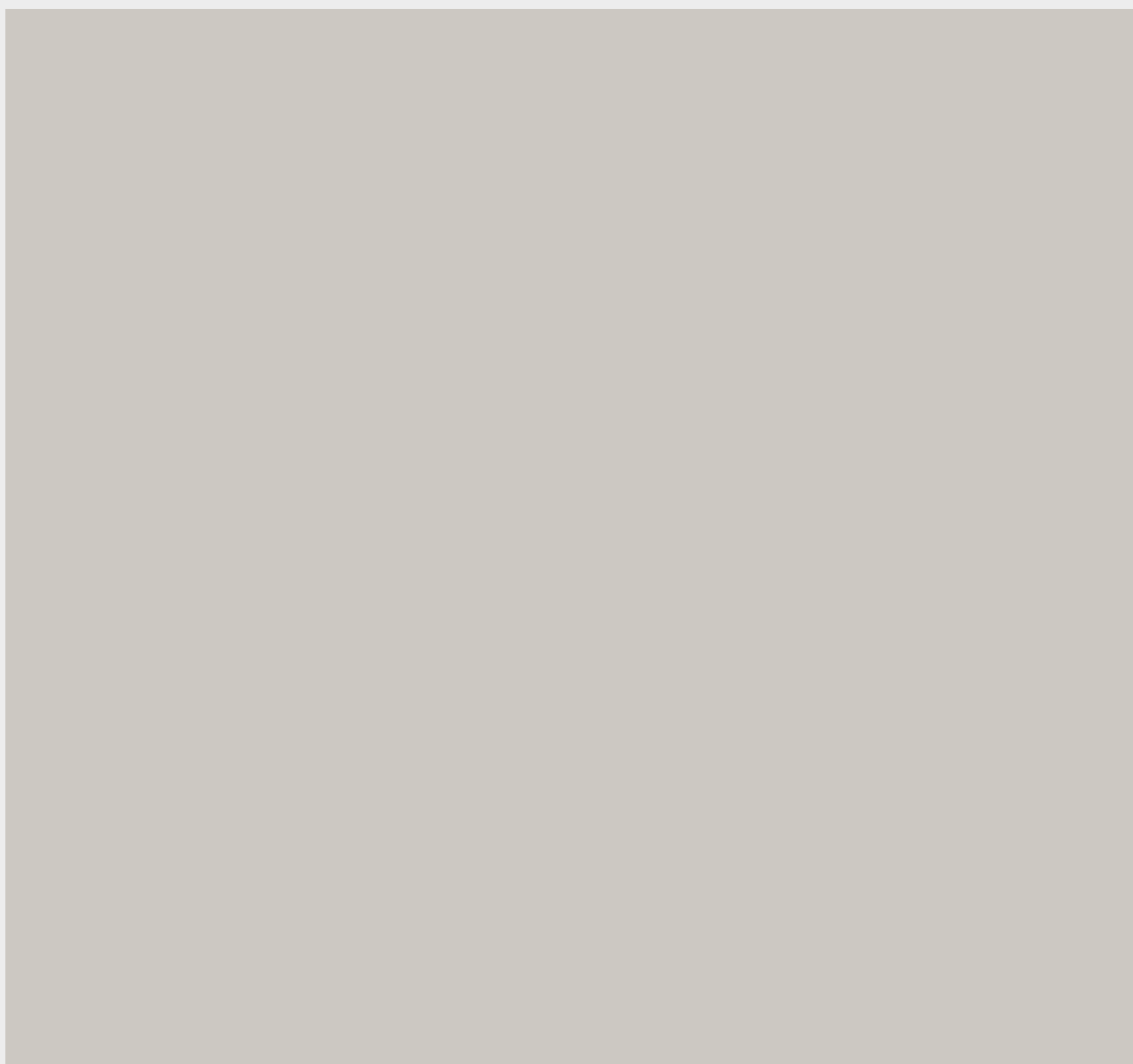


Describe their day to day life



Their Top Pains (tick and note):

Write their pains in their words (3 lines max each):

A large, empty rectangular box with a light beige background, intended for writing notes. It occupies the lower half of the page.

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What do they want/how can you help them and resolve their issues?



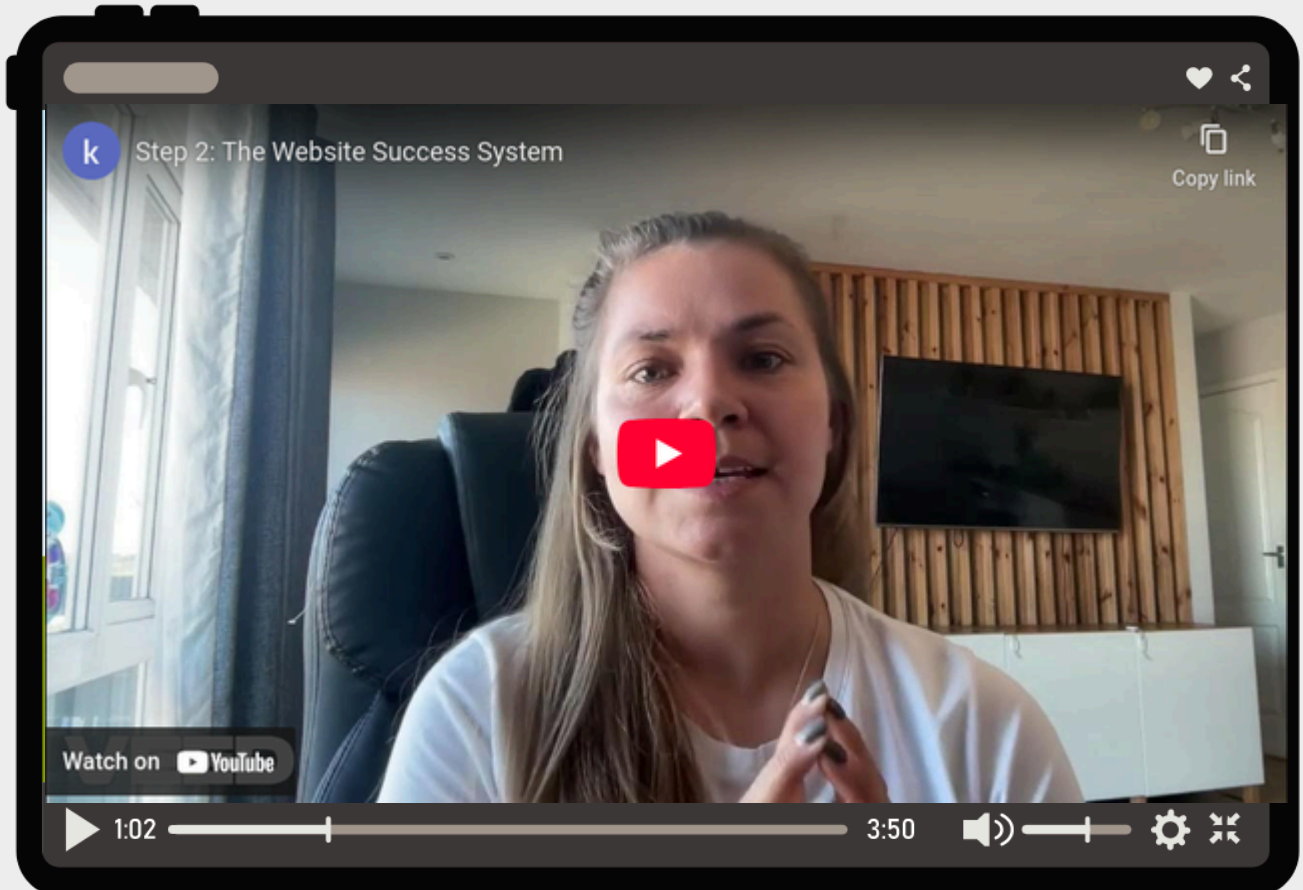


STEP 2: BUILD YOUR WEBSITE PLAN

WHY THIS MATTERS: NOW THAT YOU'RE CLEAR ON YOUR GOALS, OFFERS, AND AUDIENCE, IT'S TIME TO DESIGN THE BONES OF YOUR WEBSITE. MOST WEBSITES FAIL BECAUSE THEY LACK STRUCTURE: THEY'RE A JUMBLE OF PAGES WITH NO FLOW. STEP 2 GIVES YOU A STRATEGIC SITEMAP AND PAGE BLUEPRINTS SO THAT EVERY CLICK MOVES YOUR VISITOR CLOSER TO BECOMING A CLIENT. THINK OF STEP 2 AS CREATING THE ARCHITECTURAL DRAWINGS FOR YOUR DIGITAL STOREFRONT.

2.1 Choose Your Site Structure (Sitemap)

<https://youtu.be/DFH2SVVrfv4>



Your sitemap is the map of your website. Keep it simple. The goal is to help visitors find exactly what they need in 2–3 clicks.

Common small business sitemap:

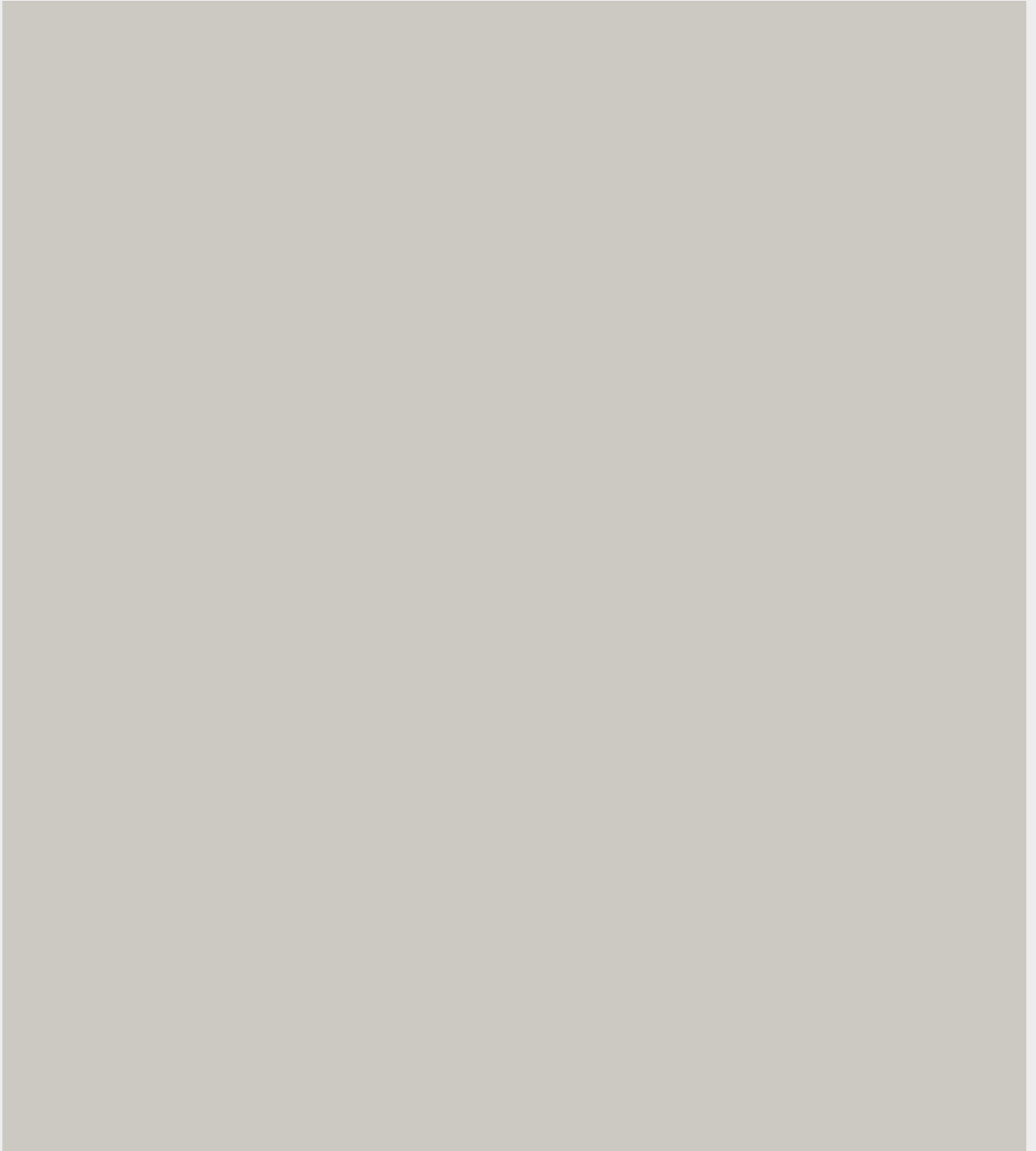
- Home
- About
- Services (with sub-pages for each service)
- Testimonials / Case Studies
- Blog or Resources (optional)
- Contact / Booking

Worksheet:

Your sitemap is the map of your website. Keep it simple. The goal is to help visitors find exactly what they need in 2–3 clicks.

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2.2 Homepage Blueprint (5 High-Converting Layouts)

Your homepage is your storefront window. It should grab attention, clearly explain what you do, and guide visitors to take action.

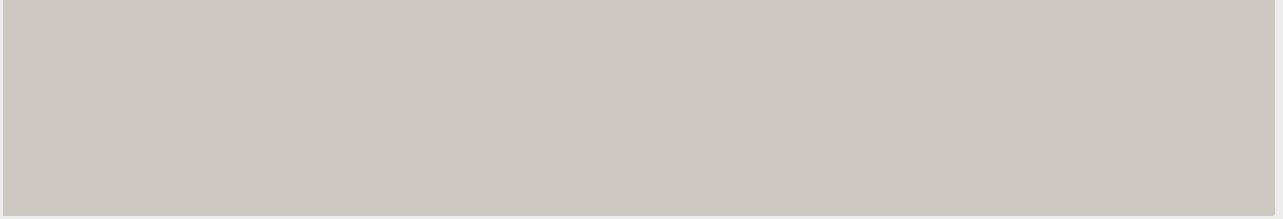
The 5 Essential Sections:

1. Hero Section: Clear one-liner, strong CTA.
2. Problem & Promise: Show you understand their pain, then highlight your solution.
3. Services Snapshot: Tease your offers (link to full pages).
4. Trust Section: Reviews, logos, stats.
5. Next Step: Strong repeated CTA.

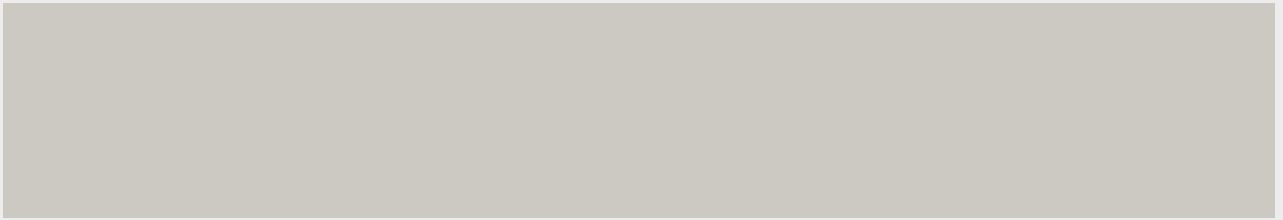
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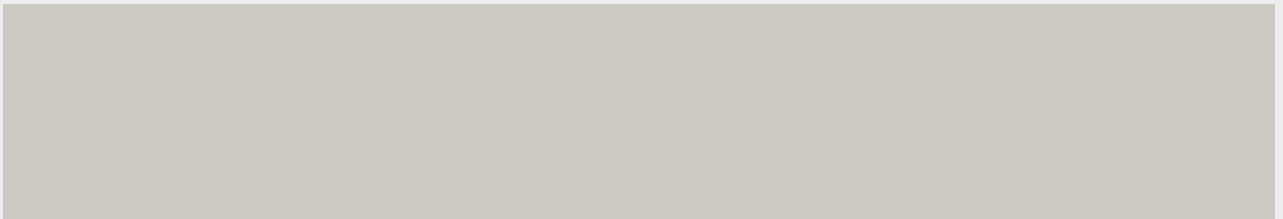
Headline:



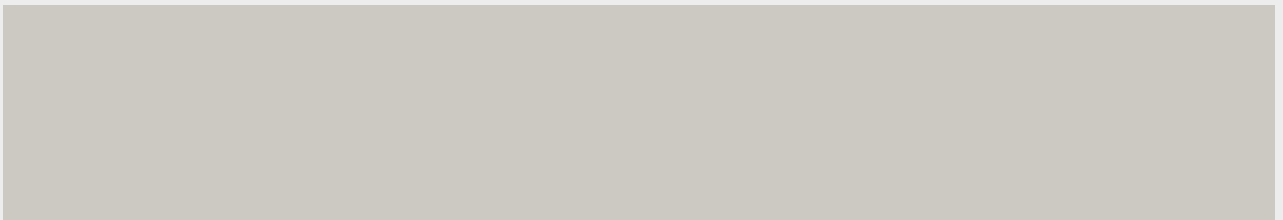
Main CTA wording:



Main CTA wording:



Main CTA wording:



2.3 Services Page Blueprint

Each service deserves its own page. Why?
Because Google ranks them separately, and
because a dedicated page builds trust.

Services Page Structure:

1. Headline: State service + outcome.
2. Short intro: Who it's for + why it matters.
3. Key benefits (bullets).
4. Process / how it works.
5. Proof: Testimonials, case studies.
6. Pricing / packages (if relevant).
7. Call to action.

Worksheet:

Fill in your top service page:

Headline:

Benefits (3):

1

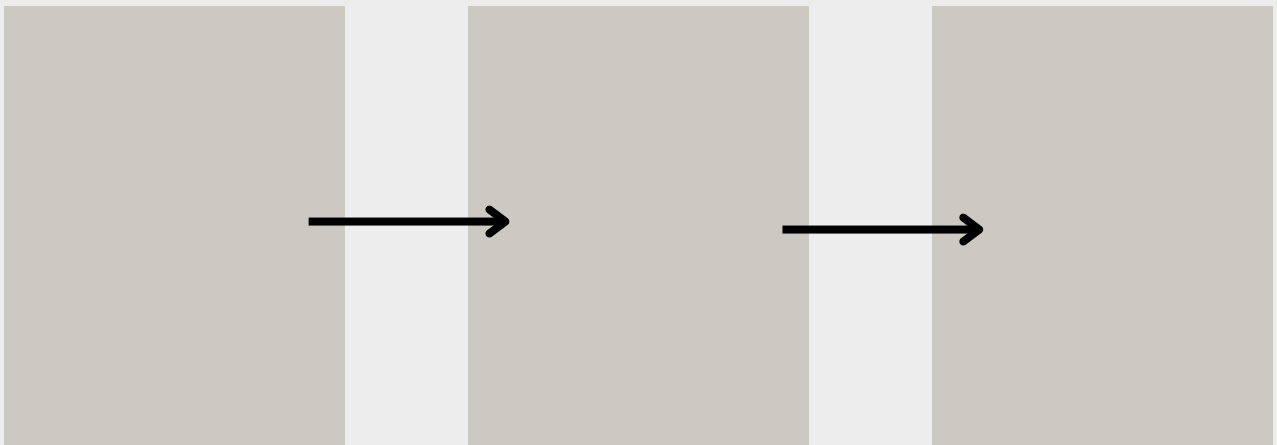
2

3

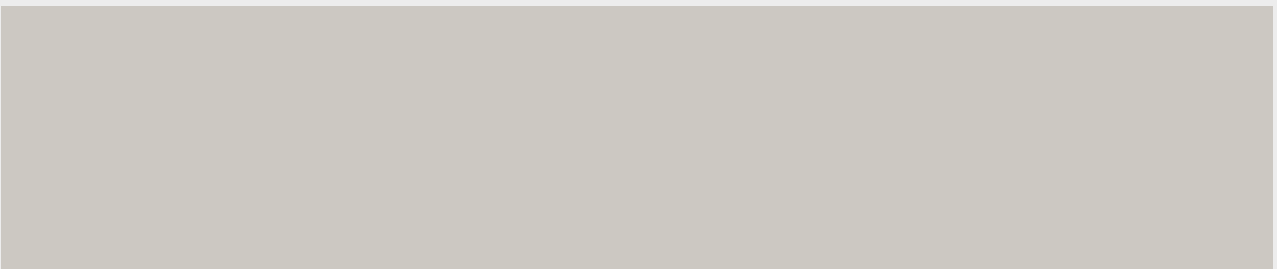
02

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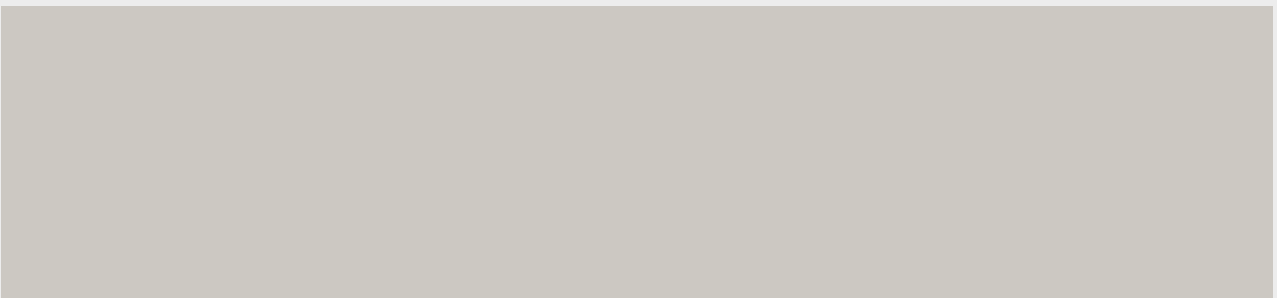
Process Steps



Social Proof



CTA



2.4 About Page Blueprint (Story Prompts)

Your About page is not “about you” it’s about why you’re the right choice for them.

Key Sections:

1. Relatable hook: show you understand their situation.
2. Your story: why you do what you do.
3. Your values: what makes you different.
4. Proof: credentials, experience, media mentions.
5. CTA: invite them to work with you.

Prompts:

Why did you start your business?

What values guide your work?

What results are you proud of?

2.5 Contact / Booking Page Blueprint

Your contact page is the finish line keep it simple, welcoming, and clear.

Key Sections:

1. Headline: Warm and inviting (e.g., "Let's talk").
2. Intro text: A short, friendly reassurance you'll respond quickly.
3. Contact options: Form + phone/email clearly visible.
4. Booking tool: Calendar or button (if relevant).
5. Location: Map or address (if you see clients in person).
6. CTA: Repeat your main call to action.
7. Thank-you: Confirmation message that explains next steps.

Worksheet:

Main call to action:

Contact options I'll display:

Next step once form is submitted:

STEP 3: WRITE & OPTIMISE CONTENT

WHY THIS MATTERS: CLEAR STRUCTURE MEANS NOTHING WITHOUT THE RIGHT WORDS. YOUR COPY IS WHAT CONVINCES PEOPLE TO TAKE ACTION. IN STEP 3, WE'LL TAKE THE FOUNDATIONS FROM STEP 1 AND THE BLUEPRINTS FROM STEP 2 AND BRING THEM TO LIFE WITH WORDS AND SIMPLE OPTIMISATION. THIS IS WHERE YOUR WEBSITE STOPS BEING A SHELL AND STARTS BECOMING PERSUASIVE. THINK OF STEP 3 AS GIVING YOUR WEBSITE ITS VOICE.

3.1 Copy Templates (Home, Services, About, Contact)



<https://youtu.be/QWHew24WbRI>

Writing from scratch is overwhelming. These templates give you fill-in-the-blank structures so you can write confidently.

Homepage Template (core sections):

- **Headline:** I help [who] achieve [outcome] with [service].
- **Subheadline:** So you can [bigger benefit].
- **Problem statement:** If you're struggling with [pain], you're not alone.
- **Promise:** That's why I created [service].
- **Services snapshot:** Here's how I can help → [list 2–3 offers].
- **Proof:** See what others say → [testimonial/quote].
- **CTA:** [Book your call / Get your quote / Start today].

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Worksheet:

Write your homepage headline here:

Services Page Template:

- Headline: [Service] for [ideal client/outcome].
- Short intro: Perfect for [who it's for].
- Benefits: You'll get... [list 3–5 benefits].
- Process: Here's how it works → [Step 1 → Step 2 → Step 3].
- Proof: Hear from others → [testimonial/case study].
- CTA: [Book now / Get started / Request a quote].

About Page Template:

- Hook: You're here because... [speak to their situation].
- Story: I started this business because...
- Values: What matters to me is...
- Proof: I've worked with / achieved...
- CTA: Let's work together → [CTA].

Contact Page Template:

- Headline: Let's talk.
- Short reassurance: I'll reply within 24 hours.
- Form/Booking: Use the form or book directly here.
- CTA: [Book your call / Request a quote].



3.2 Voice & Tone Tweaks (Make it sound like you)

- ☐ Use plain English, avoid jargon.
- ☐ Write like you speak, imagine explaining it to a friend.
- ☐ Keep sentences short and punchy.
- ☐ Use "you" more than "we/I."
- ☐ Add personality: a little humour, warmth, or storytelling.
- ☐ Break text into chunks: bullets, subheadings, short paragraphs.

Exercise:

Rewrite one sentence of your service description in a friendlier, plainer tone:

Before

After

3.3 Keyword Cheatsheet (Service + Location patterns)

Keywords help people find you online. Don't overthink it, keep it simple.

Formula:

[Service] + [Location] Examples: Wedding Photographer London, Plumber Manchester, Yoga Classes Brighton.

Worksheet: List 5 service + location keywords:

1

2

3

4

5

Also include variations: near me, affordable, best, specialist, emergency.

3.4 On-Page SEO Checklist (Titles, metas, headings)

On-page SEO is about clarity and relevance. Use this checklist on every page you publish.

Checklist:

- Title tag (50–60 chars): Starts with your main keyword + a benefit/location.
- Meta description (≤ 160 chars): Unique, enticing, and includes a soft CTA.
- One H1 only: Clear, human, includes the primary keyword.
- H2/H3 subheadings: Break text logically, sprinkle in secondary keywords.
- URL slug: short, lowercase, hyphens, keyword included (e.g., /boiler-repair-brighton).

3.4 On-Page SEO Checklist (Titles, metas, headings)

On-page SEO is about clarity and relevance. Use this checklist on every page you publish.

Checklist:

- ☐ Title tag (50–60 chars): Starts with your main keyword + a benefit/location.
- ☐ Meta description (≤ 160 chars): Unique, enticing, and includes a soft CTA.
- ☐ One H1 only: Clear, human, includes the primary keyword.
- ☐ H2/H3 subheadings: Break text logically, sprinkle in secondary keywords.
- ☐ URL slug: short, lowercase, hyphens, keyword included (e.g., /boiler-repair-brighton).

- Opening paragraph: Mentions service + location naturally within first 100 words.
- Images: Compressed, descriptive filenames, alt text that describes the image.
- Internal links: Link to related pages with descriptive anchor text.
- Primary CTA visible: Above the fold + repeated near the end.
- FAQ block: Add 2–3 common questions to target long-tail searches.
- Unique content: No duplicate titles or metas across pages.
- Indexable: Page loads securely (HTTPS) and isn't blocked by noindex.

Quick Templates:

- **Service page title:**

[Service] in [Location] — [Benefit/USP] | [Brand]

Example: Emergency Boiler Repair in Brighton — Same-Day Call-Out | DB Heating

- **Service page meta description:**

[Service] for [ideal client] in [Location].

[Proof/USP]. [CTA].

Example: Fast boiler repair in Brighton & Hove. Gas Safe engineers, upfront pricing. Call now for same-day service.

- **Homepage title:**

[What you do] for [who] in [Location] | [Brand]

- **Homepage meta:**

We help [who] get [outcome] with [service].

Trusted by [social proof]. [CTA].

Exercise: Optimise One Page Now:

Page:

Primary keyword:

Draft title (≤ 60 chars):

Draft meta (≤ 160 chars):

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H1:

2–3 H2s you'll use:

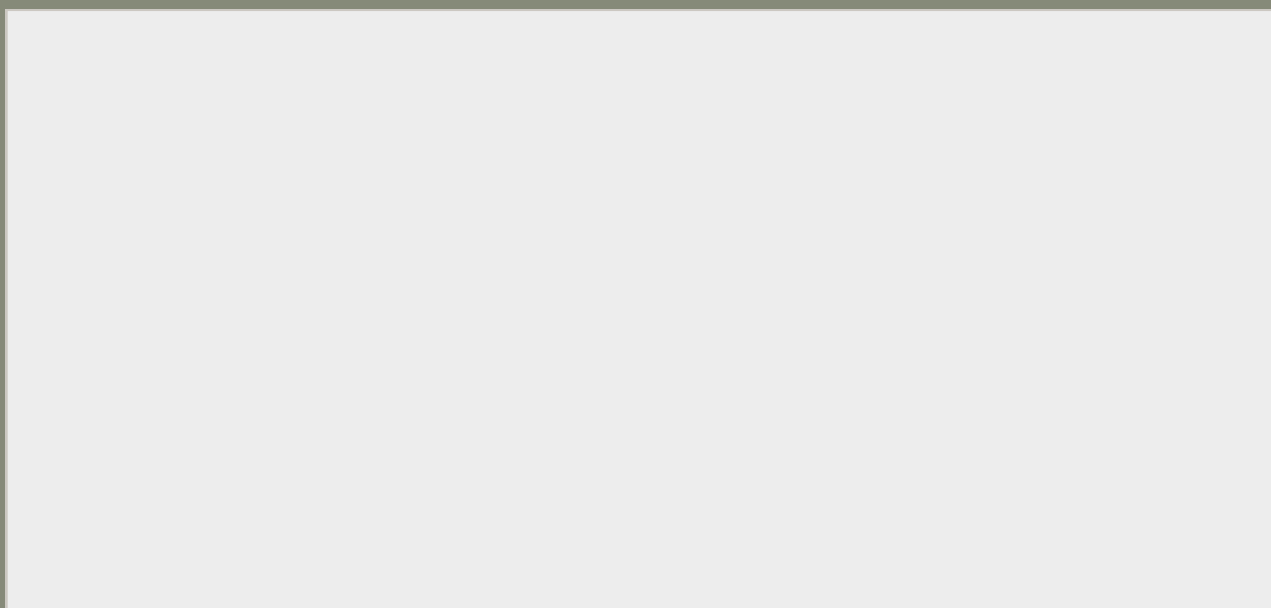
One internal link (page + anchor text):

Where will the primary CTA appear?

3.5 Internal Links & Navigation Best Practices

- Link between services, blog posts, and testimonials.
- Always have a CTA at the end of pages linking to Contact/Booking.
- Keep menu simple: max 7 items.
- Use footer links for extras (privacy, T&Cs, social).

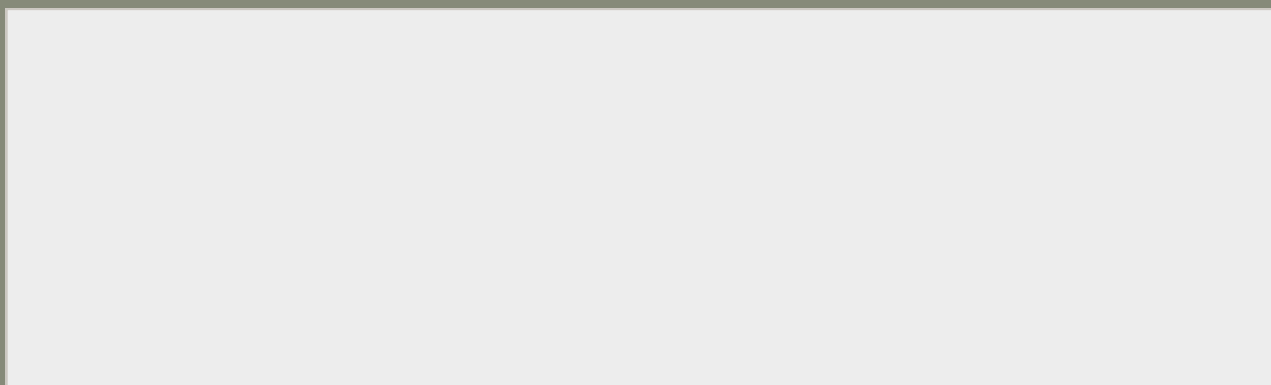
Exercise: List 3 internal links you can add right now:



3.6 Fast Wins (Image sizes, alt text, page speed basics)

- These quick fixes improve user experience and rankings:
- Compress images (tools: TinyPNG, ShortPixel).
- Use descriptive file names (e.g., plumber-brighton.jpg).
- Add alt text for accessibility + SEO.
- Keep font sizes legible on mobile.
- Test page speed (Google PageSpeed Insights).
- Remove clutter (popups, autoplay music, too many widgets).

Exercise: Write down 3 “fast wins” you’ll apply this week:



STEP 4: GET FOUND ONLINE

WHY THIS MATTERS: A GREAT WEBSITE IS WASTED IF NOBODY CAN FIND IT. IN STEP 4, WE'LL SWITCH ON YOUR VISIBILITY LEVERS. STARTING WITH GOOGLE BUSINESS PROFILE (GBP), REVIEWS, AND SIMPLE CONTENT THAT DRIVES CLICKS BACK TO YOUR SITE.

THIS ISN'T ABOUT COMPLICATED MARKETING FUNNELS. IT'S ABOUT PRACTICAL STEPS THAT MAKE YOU VISIBLE TO THE PEOPLE ALREADY SEARCHING FOR YOU.

THINK OF STEP 4 AS TURNING ON THE LIGHTS SO YOUR IDEAL CLIENTS CAN SEE YOU.

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<https://youtu.be/HxYdzK1MRq4>

4.1 Google Business Profile Setup Checklist

A GBP is like a mini-website that shows up directly in Google Search and Maps. Claiming and optimising it is non-negotiable for local businesses.

Checklist:

- ☐ Claim your profile at google.com/business.
- ☐ Ensure business name, address, and phone (NAP) are 100% consistent.
- ☐ Choose the most accurate primary category and add secondary ones.
- ☐ Add opening hours, website link, and booking link (if relevant).
- ☐ Upload logo + 5–10 high-quality photos (interior, team, products/services).
- ☐ Write a 750-character business description using service + location keywords.
- ☐ Add services/products with pricing or descriptions.
- ☐ Turn on messaging if you can reply within 24 hours.
- ☐ Verify your business (postcard, phone, or email).

Worksheet:

Primary category:

Secondary category:

Keywords to include in description:

4.2 30 Done-for-You GBP Posts

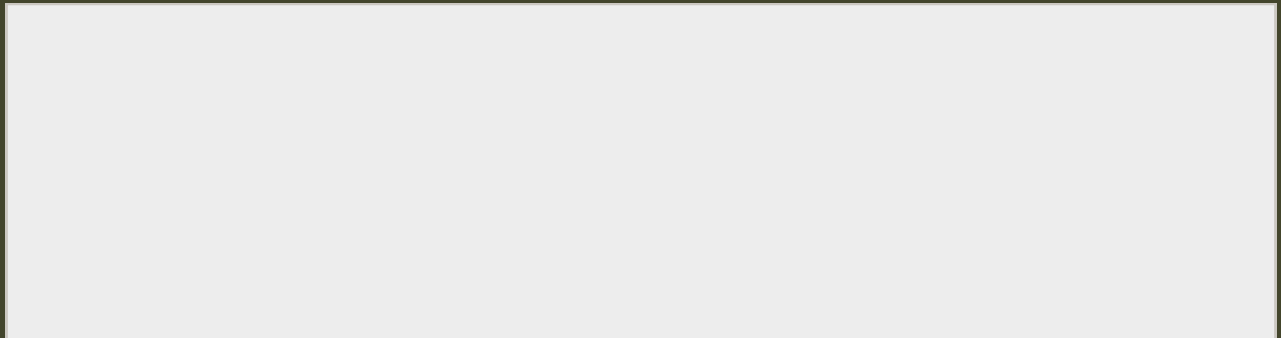
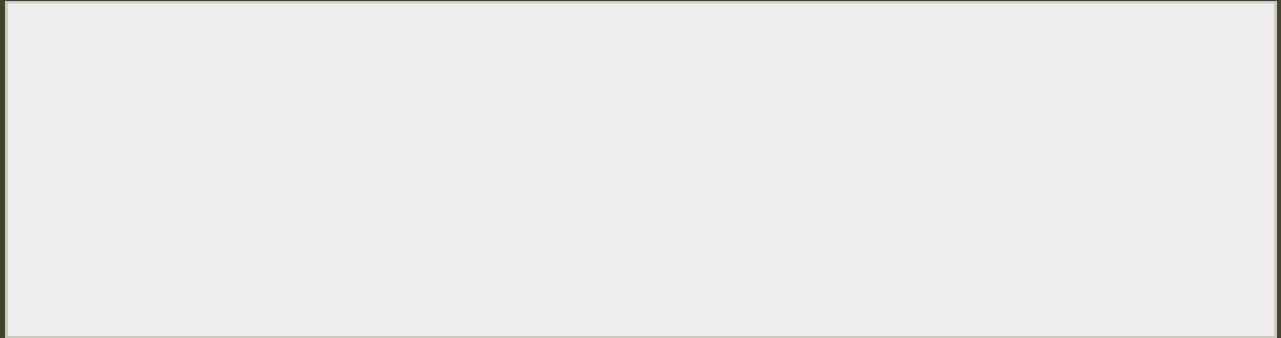
Google posts act like social media updates inside your GBP. They keep your listing active and engaging.

Types of Posts to Rotate:

1. Promotions/Offer (10% off this week).
2. Educational tips (How to spot X problem).
3. Showcase a service (Spotlight: Our new package).
4. Testimonials (See what Jane said about us).
5. Behind-the-scenes (Team at work today).

Worksheet: Pick 3 to write now:

--



(Use provided 30 plug-and-play templates in appendix/download.)

4.3 10 Q&A Seeds to Pre-Load

Google lets you pre-load questions and answers. This builds trust and saves you time.

Examples:

- Q: Do you offer free quotes?
- A: Yes, we provide free no-obligation quotes within 24 hours.
- Q: How soon can I book?
- A: Most appointments are available within 7 days.

Worksheet: Write 3 FAQs your customers always ask:

Question

Answer

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Question

Answer

Question

Answer

4.4 Review Request Scripts (Email, SMS, QR)

Reviews are the #1 trust signal on GBP. Ask every happy client.

Scripts:

- Email: "Thanks for choosing us! Could you take 2 minutes to share your experience on Google? It really helps small businesses like ours. [Insert Link]"
- SMS: "We'd love your feedback! Please leave us a quick Google review: [Link]"
- QR Code: Generate a direct link QR code to print on invoices or flyers.

Worksheet: Draft your personalised request message:

--

4.5 Social + Email Swipes to Drive Website Visits

Use your existing platforms to drive attention back to your website.

Social Post Swipe:

"Did you know our website has [resource/offer]? Visit now and [CTA]. [Link]"

Email Swipe:

Subject: Your [service] made easier

Body: We've put together everything you need here → [link].

CTA: Book today / Read more / Claim offer.

Exercise: Write 1 social post + 1 email now:

Social post:

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Email subject + line:

4.6 Tracking: Simple KPI Sheet (impressions → clicks → leads)

Tracking doesn't have to be complicated. Just a few simple numbers will show you whether your visibility efforts are working.

- ☐ Record monthly GBP views (how often your profile shows in search).
- ☐ Track website clicks from GBP.
- ☐ Track calls/messages via GBP.
- ☐ Count reviews gained.
- ☐ Review traffic to your top service pages (Google Analytics).
- ☐ Note enquiries that mention "I found you on Google."

Worksheet:

GBP views this month

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Website clicks this month

Calls/messages this month

Reviews gained this month

Service page with most visits

Enquiries from Google (yes/no + how many)



STEP 5: REVIEW & ACTION PLAN

WHY THIS MATTERS: WEBSITES ARE NEVER TRULY "FINISHED." THE BUSINESSES THAT WIN ONLINE ARE THE ONES WHO MEASURE, REFINE, AND KEEP IMPROVING. STEP 5 IS ABOUT CHECKING YOUR PROGRESS, DECIDING YOUR NEXT 30-DAY FOCUS, AND KNOWING WHEN TO DIY VERSUS WHEN TO OUTSOURCE.

THINK OF STEP 5 AS YOUR ONGOING MAINTENANCE PLAN. SIMPLE, PRACTICAL, AND REPEATABLE.

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https://youtu.be/kEWisg_Kjdo

5.1 Re-Audit (Compare Scores)

Go back to your Step 1 Self-Audit and complete it again. Compare your new score with your original. This will show you just how much you've improved.

Worksheet:

Original score:

New score:

% Improvement:

Reflection Questions:

Which pillar improved the most?

Which pillar is still weak?

What one action created the biggest impact?

5.2 Focus Five: Your Next 30 Days

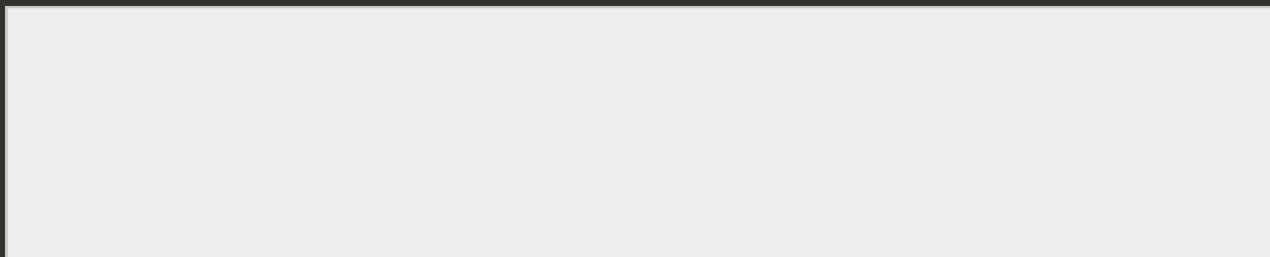
You don't need a 50-point plan. Just five clear actions for the next month. Pick them from your audit results and the areas you know will make the biggest difference.

Worksheet:

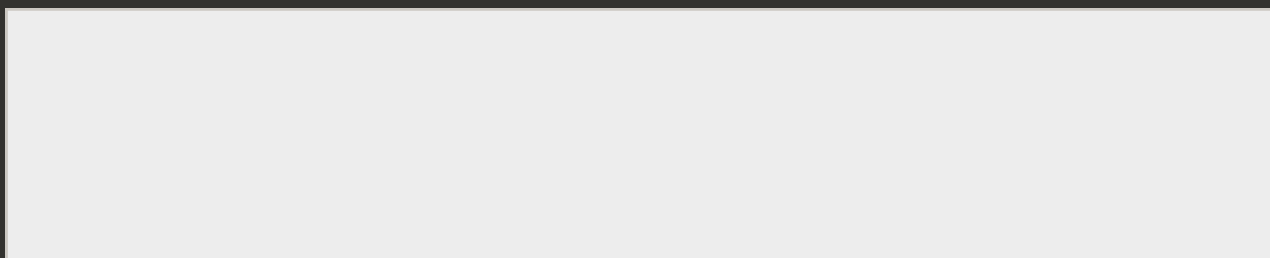
1.

2.

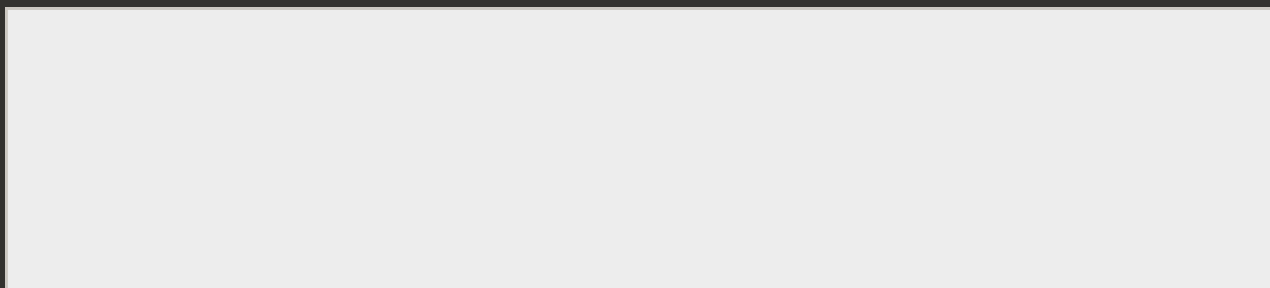
3.



4.



5.



Tip: Make them measurable (e.g., “Publish 2 new service pages” not “Work on website”).

5.3 Roadmap: DIY vs Hire (and what to outsource)

Not everything needs to be done by you. This section helps you decide what to keep DIY and what to outsource for faster results.

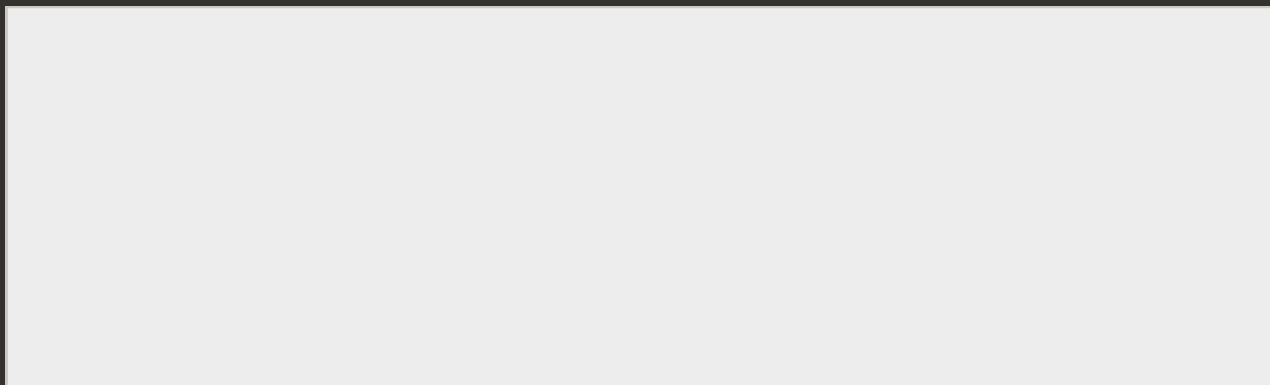
DIY if:

- It's repetitive and easy to learn (adding content, posting GBP updates).
- You enjoy doing it and it doesn't drain your time.
- It directly benefits from your voice (writing blogs in your tone).
-

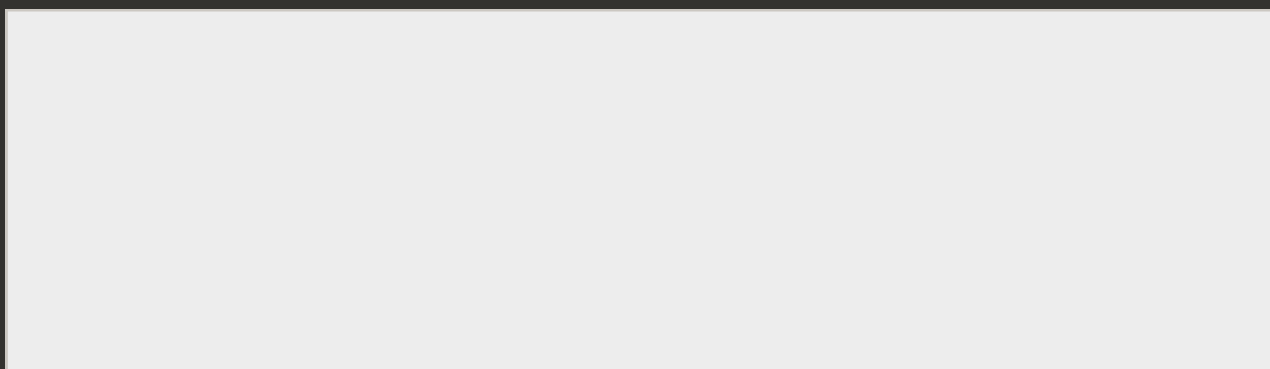
Outsource if:

- It requires technical expertise (advanced SEO, design customisation).
- It's stopping you from running your business.
- The ROI is higher if an expert does it faster (ads, complex integrations).

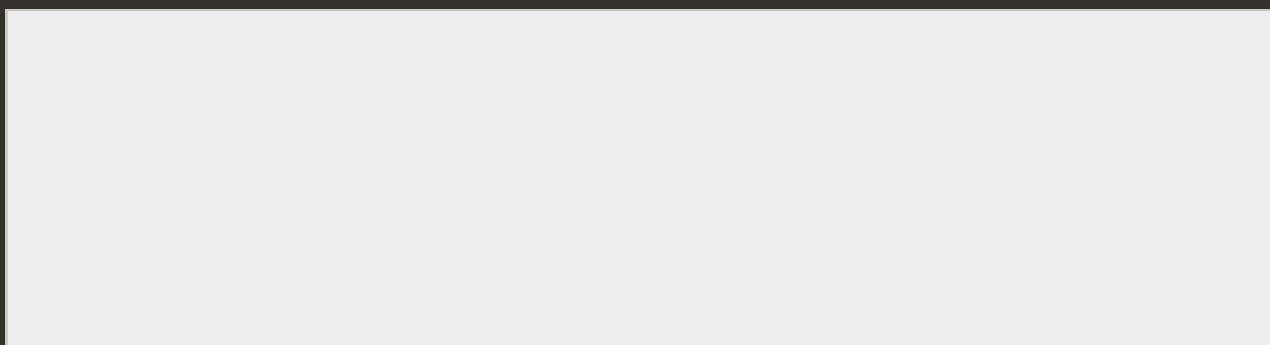
Tasks I'll keep DIY:



Tasks I'll outsource:



Support I might need:



Step 5 Wrap-Up

You've now built a website strategy, created compelling content, optimised it for search, and switched on visibility. Step 5 ensures you keep improving month after month. This is not the end of the journey — it's the start of a cycle you can return to again and again as your business grows.

Why this matters

Most business owners launch a website and never look at it again. But your business changes, your audience evolves, and your offers grow. A website that worked last year might be under-performing today. The Review & Action Plan stage keeps your site aligned with your goals so it stays a powerful business tool rather than becoming outdated.

How to keep momentum

- **Schedule reviews:** Re-do your audit every 90 days. This creates a rhythm of progress.
- **Refine offers:** Update your service pages when your pricing, packages, or client focus changes.
- **Refresh trust signals:** Add new testimonials, reviews, or case studies regularly.
- **Stay visible:** Keep posting to Google Business Profile and linking back from social media.
- **Measure results:** Track enquiries and leads so you know your site is pulling its weight.

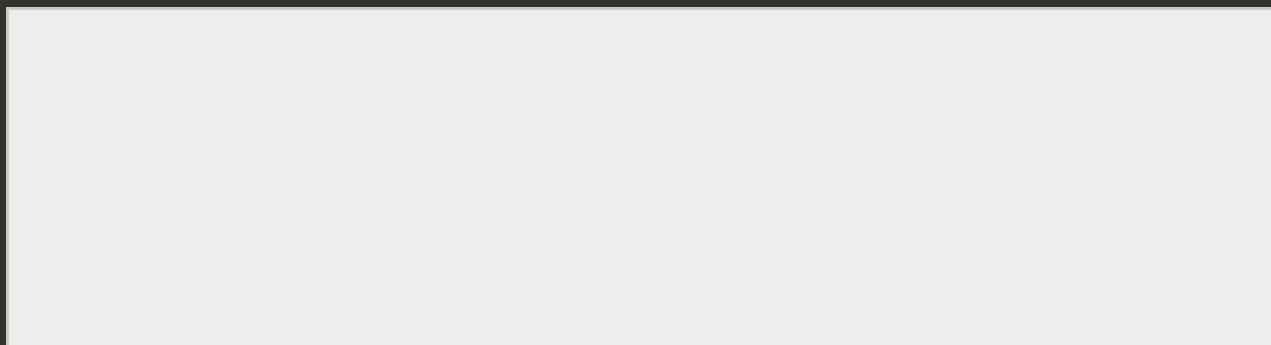
Reflection Prompts

What's the biggest shift you feel since starting this Vault?

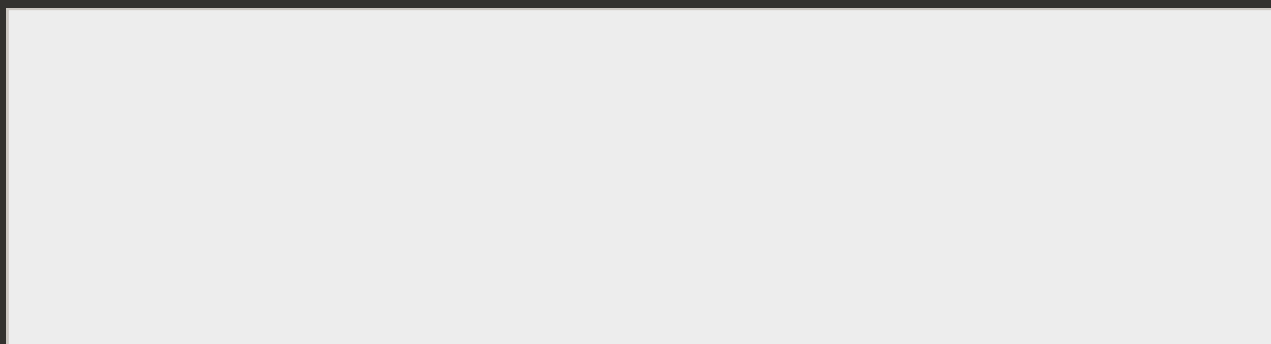
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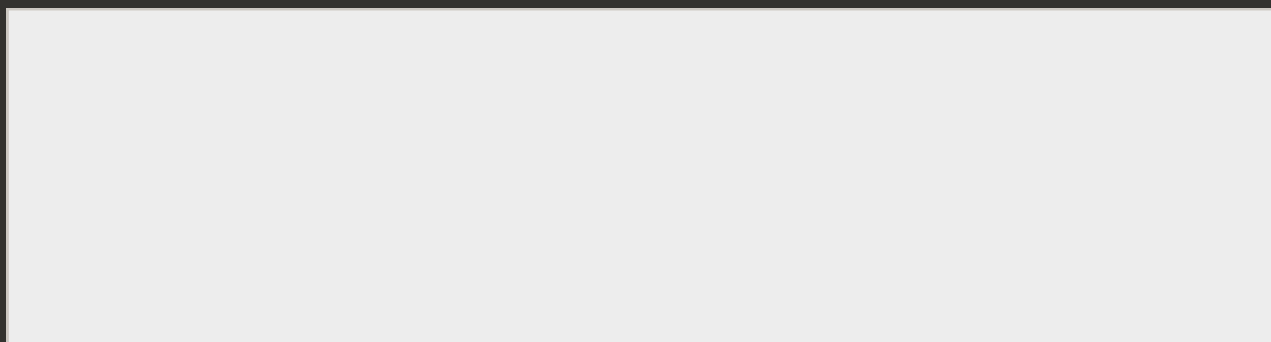
How has your confidence in your website changed?

A large, empty rectangular text box with a thin white border, intended for the user to write their response to the question about website confidence.

Which single action gave you the most impact?

A large, empty rectangular text box with a thin white border, intended for the user to write their response to the question about the most impactful action.

What's the one thing you'll commit to doing every month?

A large, empty rectangular text box with a thin white border, intended for the user to write their response to the question about a monthly commitment.

Final Summary & Next Steps

Congratulations! You've worked through The Website Success System. You now have:

- A clear understanding of what makes a website succeed.
- A solid structure and blueprints for every core page.
- Compelling copy templates written in your own voice.
- Essential SEO and optimisation skills.
- A visibility system to get found online.
- A simple 30-day action plan to keep improving.

Your website is no longer a guessing game, it's a strategy. You've built the foundations of a client-attracting machine.



You now face two choices:

1. Keep implementing this system yourself, step by step.
2. Or fast-track your results with expert support.
- 3.

If you'd love to skip the overwhelm and have everything set up professionally, my Get Found Online package gives you all the essentials done-for-you:

- A semi-custom landing page designed to convert.
- Google Business Profile set up and optimised.
- Email marketing integration to capture and nurture leads.

It's the exact shortcut from DIY confusion to professional online presence, without the high cost of a full custom build.

Learn more about the [Get Found Online package](#) and take the next step in turning your website into your most powerful business tool.



30 Google Business Profile Post Prompts

Use these as “fill-in-the-blank” captions. Rotate them so your profile stays active.

Promotions / Offers (6)

1. This week only: [X]% off [service]. Book today → [link]
2. New client special: Get [bonus/discount] when you book by [date].
3. [Service] just got easier, book now and get [free add-on].
4. Limited slots this [week/month], secure your spot here → [link]
5. Seasonal offer: Prepare for [season/event] with [service].
6. Refer a friend and both of you get [reward/discount].

Educational / Tips (6)

1. 3 quick signs you might need [service] before it becomes costly.
2. Did you know? [Service] can help you [benefit].
3. *Top mistake people make with [service] (and how to avoid it). *
4. Here's why regular [service] saves you money long-term.
5. Quick DIY tip for [service] until a pro can help.
6. [Service] explained in plain English: [1–2 sentence breakdown].

Showcase Services (6)

1. Spotlight: Our [service/package] is designed for [audience/benefit].
2. This week we've been working on [project/service]. Here's what it involves...
3. Did you know we also offer [secondary service]?
4. New! We've added [service/feature] to help you even more.
5. Here's how our [service] works, step by step.
6. Behind the scenes: what goes into delivering [service].

Testimonials / Proof (6)

1. "[Insert client quote]." Thanks to [client name] for the kind words!
2. We're proud to be rated [X stars] by [Y clients], thank you!
3. Here's what [client name] achieved with our [service].
4. Case study: [client problem] → [result].
5. Nothing beats happy clients, here's another success story...
6. We love when clients say: "[testimonial snippet]."

Behind-the-Scenes / Personal (6)

1. Meet the team: [staff member] makes sure your [service] runs smoothly.
2. Today we're working on [project/service] in [location].
3. Here's a peek inside our process: [photo + quick caption].
4. Fun fact: Did you know we've helped [X clients/projects] so far?
5. Throwback: One of our favourite projects was [short story].
6. We're excited about what's coming next, stay tuned for [service/news].

10 Pre-Written Q&As for GBP

Copy and paste these into your profile Q&A section (and tweak details).

Q: Do you offer free quotes?

A: Yes, we provide free no-obligation quotes within 24 hours.

Q: How soon can I book an appointment?

A: Most appointments are available within 7 days. Contact us for urgent availability.

Q: Are you insured/licensed?

A: Yes, we carry full [industry] insurance and hold all required certifications.

Q: Do you serve my area?

A: We cover [main location] and surrounding areas up to [X miles].

Q: What payment methods do you accept?

A: We accept card, bank transfer, and cash payments.

Q: How long does [service] take?

A: Most [service] projects are completed within [X timeframe]. We'll confirm specifics at booking.

Q: Can you handle emergency call-outs?

A: Yes, we offer emergency services for urgent issues. Please call us directly at [phone number].

Q: What makes your business different?

A: We focus on [USP e.g., fast response times / personalised service / fair pricing].

Q: Do you guarantee your work?

A: Yes, all our work is backed by a [timeframe] guarantee for your peace of mind.

Q: How can I leave a review?

A: Simply click the "Write a review" button on our Google profile. We really appreciate your feedback!

Glossary (Plain English)

Cut the jargon, here's what the key terms mean, in everyday language:

- **Alt Text:** A short description of an image (helps with accessibility + SEO).
- **Anchor Text:** The clickable words in a hyperlink (e.g., "Book a call").
- **Bounce Rate:** % of visitors who leave after seeing only one page.
- **Call-to-Action (CTA):** A button or link that tells people what to do (e.g., "Get a quote").
- **Conversion:** When a visitor takes the action you want (e.g., books a call).
- **Domain:** Your website's "address" (e.g., www.example.com).
- **Hosting:** The "house" where your website files live.
- **H1 / H2 / H3:** Heading levels used to structure your page (H1 is your main headline).

- **Internal Link:** A link that connects one page on your site to another.
- **Keywords:** The words people type into Google to find services like yours.
- **Meta Description:** A short summary that appears under your page title in Google.
- **NAP:** Name, Address, Phone number (must be consistent everywhere online).
- **SEO (Search Engine Optimisation):** The process of helping your site show up higher in search results.
- **SSL / HTTPS:** The “padlock” symbol that shows your site is secure.
- **UX (User Experience):** How easy and enjoyable it is to use your site.

Resources & Tools

Tried-and-tested free or affordable tools to save time:

Design

- **Canva:** design graphics + social posts.

SEO & Analytics

- **Google Analytics:** track website visitors.
- **Google Search Console:** see how you appear in search results.
- **Ubersuggest / AnswerThePublic:** keyword ideas.

Content & Images

- **Unsplash / Pexels:** free stock photos.
- **TinyPNG / Bulkresize:** compress images for speed.
- **Grammarly:** polish your writing.

Marketing

- **MailerLite:** simple email marketing.
- **Meta Business Suite:** manage Facebook & Instagram.
- **QR Code Generator:** make review request codes.

Productivity

- **Trello / Asana:** plan your content + tasks.
- **Google Drive:** store and share documents.

Calls-to-Action Library

Calls-to-Action (CTAs) are the signposts of your site. Without them, visitors get lost. A strong CTA tells people exactly what to do next and removes hesitation.

Pro Tip: Pick ONE primary CTA for your website and repeat it everywhere. Repetition builds confidence and makes action simple.

Common Primary CTAs

- Book your free consultation
- Request a same-day quote
- Schedule your appointment
- Start your project today
- Claim your free estimate
- Let's get started

Secondary / Support CTAs

Use these lower-commitment actions on blogs, sidebars, or follow-up sections.

- Download the free guide
- Watch the demo
- See our packages
- Read client success stories
- Get directions
- Ask a question

Trust-Boosting CTAs

These help overcome objections and reduce fear.

- Book risk-free, no obligation
- Get a free assessment today
- Try it with a money-back guarantee
- Speak to a real human, not a bot
- See how we've helped 100+ clients like you

Urgency / Time-Sensitive CTAs

Use sparingly, only when it's true.

- Secure your spot this week
- Only 3 slots left for [month], book now
- Offer ends [date]
- Start today and save [X]%