A website that turns visitors into calls

What a local business site needs, whether you're starting fresh or fixing what you have

A good website for a local business has one job: help the right people pick up the phone, book or visit. This guide covers what that takes, including sites that mainly show off your work.

1. The first screen

The top of your home page should answer three questions without any scrolling:

- What do you do?
- Where do you do it?
- How do I get in touch right now?

Put your phone number at the top of every page, and make it tap to call on phones.

2. One clear next step

- Pick the action you want most (call, book, or ask for a quote) and make it the main button on every page.
- Use button words that say what happens, like “Call for a free quote”, instead of “Submit” or “Learn more”.
- Keep forms short. Name, email or phone, and one line about what they need is usually enough.

3. Fast on phones

- Many customers will find you on a phone. Open your site on yours, on mobile data, and see how long it takes.
- Large photos are a common cause of a slow site. Resize them before you upload.
- Google's free PageSpeed Insights tool shows what's slowing a page down.

4. Showing off your work (galleries and portfolios)

If your work sells itself, like building, landscaping, design, art or hair, your gallery is your sales pitch.

- Lead with your best work, not all of it.
- Give each project a short caption: what it was, where, and what the customer wanted.
- Put a “Want something like this?” button next to the gallery, not just at the bottom of the page.
- Use real photos. Customers can spot stock images.

5. Trust at the moment of decision

- Show real reviews near your main buttons, with names if customers agree.
- Add your licenses, insurance, guarantees you actually offer, and how long you've been in business.
- Add photos of you and your team. People like to know who they're hiring.

6. Selling products

- Every product needs clear photos, a price, and the details customers ask about.
- Say how delivery or pickup works and what it costs before checkout, not during it.

Starting from scratch?

You don't need a big site. A home page, one page per main service, a gallery if it fits your trade, and a contact page will cover most local businesses. Get those right first, then add more.

Want a hand?

Free 20-minute review: the 3 fixes we'd make first. A short phone call, no obligation.

avellolabs.com/#contact