

5 Simple Steps to Get More Customers Online

Step 1: Make Sure People Can Find Your Basic Information

What this means: When someone searches for your business or the service you offer, they should immediately see:

- Your phone number
- Your address (if you have a physical location)
- Your opening hours
- What you actually do

Quick win: Go to Google and search for your business name. What comes up? If it's not clear what you do and how to contact you, **that's your first job.**

Action to take today: Set up or update your free Google Business Profile. It takes 10 minutes and helps people find you when they search for services like yours in your area.

If you need help with this I have created a **[FREE STEP-BY-STEP GUIDE HERE.](#)**

Step 2: Get Your Website Working for You (Not Against You)

Your website doesn't need to win design awards. It needs to do three things:

1. **Tell people what you do** (in simple words they understand)
2. **Show them why they should choose you** (real customer reviews work wonders)
3. **Make it easy to get in touch** (phone number visible on every page)

Quick win: Read your website like you're a potential customer. Do you understand what the business does within 10 seconds? Can you easily find the phone number?

Action to take this week:

- Add customer testimonials to your homepage
- Make sure your phone number is clearly visible (adding a Whatsapp widget is a great way for people to easily contact you!)
- Write a simple "About" section that explains what you do and why people should choose you

Step 3: Show Up Where Your Customers Hang Out

You don't need to be on every social media platform. Pick ONE where your customers spend time:

- **Facebook:** Great for local services, tradespeople, restaurants
- **Instagram:** Perfect for visual businesses like beauticians, photographers, cafes
- **LinkedIn:** Ideal for business services, accountants, consultants

Quick win: Post once or twice a week showing your work, sharing a customer success story, or giving a helpful tip.

Action to take this week:

- Choose one platform
- Post a photo of your recent work with a simple caption
- Engage with a few local businesses' posts

Step 4: Collect and Show Off Happy Customer Reviews

This is huge. People trust other customers more than any advert you could create.

Where to focus:

- Google Reviews (these help people find you)
- Facebook Reviews
- Industry-specific review sites

Quick win: Text or call 5 of your happiest customers this week. Simply say: "I'd really appreciate if you could leave me a quick review on Google – it helps other people find my business."

Action to take this week:

- Ask 5 customers for reviews
- Respond to any existing reviews (even a simple "Thank you!" works)
- Add your best testimonials to your website

Step 5: Stay in Touch with People Who've Shown Interest

Most people won't buy from you the first time they find you online. But if you stay helpful and stay visible, they'll remember you when they need your services.

Simple ways to stay in touch:

- Collect email addresses (offer something useful in return – this is called a LEAD MAGNET)
- Send a monthly email with helpful tips or news
- Connect on social media and engage with their posts

Quick win: Start collecting email addresses by offering something valuable – a checklist, discount, or useful guide.

Action to take this week:

- Create a simple way for people to give you their email address
- Send a "nice to meet you" email to new subscribers
- Plan what helpful content you could share monthly

Your Next Steps (Don't Try to Do Everything at Once!)

Pick ONE step from above and focus on that for the next two weeks. Once it becomes routine, move to the next step.

Remember: Consistent simple actions beat perfect complicated plans every time.

Week 1: Focus on Step 1

Get your Google Business Profile sorted and make sure people can find your basic information easily.

Week 2-3: Focus on Step 2

Improve your website with clear messaging, testimonials, and contact information.

Week 4-5: Focus on Step 3

Choose one social media platform and start posting consistently.

Week 6-8: Focus on Step 4

Ask for reviews and add testimonials to your website.

Week 9-10: Focus on Step 5

Start building your email list and staying in touch with potential customers.

I Still Feeling Overwhelmed?

Listen, I get it. Even "simple" can feel like a lot when you're already running a business, dealing with customers, and trying to have a life outside of work.

If you'd rather have someone who speaks plain English help you with this stuff, that's exactly what I do. No jargon, no over-complicated plans, just practical help that fits your budget and actually gets results.

I help small businesses like yours:

- Get found by more customers online
- Create websites that actually work
- Handle social media without it taking over your life
- Write content that sounds like you (not a robot)

Want to chat about how I could help your business grow? Drop me a line - I'd love to hear about what you're working on.

About the Author

Hi, I'm Ellie from Just Thrive Marketing. I help small businesses across Sussex (and beyond) get found online without the big agency price tag or confusing jargon. Based in Hassocks, I work with local businesses who want to grow but don't want the headache of figuring out all this digital stuff themselves.

Ready for more help?

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