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Introduction

If your business still struggle to be found by potential customers outside your local area or beyond word of mouth referrals, then it's the best time to invest in a quality website for your business.

In today's world, everyone uses the internet for literally anything, from shopping to searching for solutions to their problems online.

Having a quality website can position your business to attract potential customers, increase conversions, and build credibility. Owning a website can offer you a cool ROI for your money.

In this article, we'll provide 7 Website tweaks to attract more potential customers

Why do you need a website for your business

According to a Google study, 76% of consumers check a business's website before visiting in person. A website is like a digital storefront, having a website gives your business a chance to be found and seen by potential customers on the internet.

These are the importance of having a website for your business

Owning a website;

- Makes your business available 24/7, allowing customers engage with your business anytime, anywhere, regardless of time zones or physical location.
- Builds credibility for your business thereby establishing trust and legitimacy of your business.
- Gives your business full control over marketing contents, allowing for consistent branding and messaging.
- Gives your business visibility on search engines like Google
- Centralizes all information about your business: services, prices, updates, promotions, etc reducing reliance on print media or direct communication.

7 Website Tweaks to Attract More Potential Customers

1. Optimize website for Search Engine
2. Incorporate an active blog
3. Craft Website copy solving Pain point
4. Optimize website design to be mobile friendly
5. Incorporate a lead magnet
6. Prioritize Call to Action (CTA)
7. Showcase Testimonials & Reviews

1. Optimize website for Search Engine

SEO (Search Engine Optimization) is essential for websites to rank high in Search Engine Result Pages (SERPs) thereby increasing your organic reach. Keywords are used in SEO.

By using keywords strategically throughout your website content, you'll be able to get more relevant search traffic from people that are using similar keyword to search for solutions to their problems or information they need to know.

Optimizing website for Search Engine can attract more qualified leads who are interested in learning about your products or services and ultimately turn them into paying customers.

2. Incorporate an active blog/resource section

High-quality content is key when it comes to attracting more customers. Your website should have a resource section dedicated to disseminate valuable information that's interesting, engaging, and relevant to your target audience.

This resources section could include and not be limited to blogs, videos, infographics, webinars, whitepapers, eBooks, etc. — all of which will draw in potential customers.

When creating a content for your blog, focus on creating content that follows SEO best practices and helps you stand out in the search engine results pages (SERPs). This will ensure your website has more visibility, which can attract more potential customers.

3. Craft Website copy solving pain point

Since the homepage is likely the first page of your website that potential customers sees on their first visit, it needs to clearly and concisely convey what it is that your business does for the potential customer..

By just looking at your homepage, a potential customer should be able to quickly identify if you are relevant to them and know how your products and services would benefit them.

Businesses often write website copy from a “what” perspective instead of a “why” perspective. Customers don’t buy what you sell; they buy why you sell it. For example, instead of explaining all of your service or product features on your site, write copy that explains why it will benefit the end consumer.

Pro-Tip: keep your business backstory in the ‘About Us’ page.

4. Optimize website design to be mobile friendly

Your website design is the first impression your visitors get about your business. Your business need to have a mobile-friendly website that is visually appealing, easy to navigate, and provide an overall enjoyable user experience.

Most people access websites on their phones or tablets so having a site that looks great and loads quickly on multiple devices is crucial for creating a good user experience.

Additionally, Google rewards websites with higher rankings if they are optimized for mobile users, which means more visibility in SERPs and thus, more chances of attracting more customers.

5. Incorporate a lead magnet

Another way a website can help you attract more customers is when you incentivize your website traffic, Yes, give something away for free. It could be a digital eBook, a unique guide, or even a detailed study. Whatever it is, it needs to be your highest quality content.

Your lead magnet really should be your very best work. Put yourself in your potential customer’s shoes.

It's real to say that they’re not expecting it to be that good because it’s free, so if you knock their heads off with a awesomely useful resource, just imagine how highly they will value your product or service.

They will be like "If this company gave me this for free, imagine what their paid product/service will be like".

6. Prioritize Call to Action (CTA)

When a potential customer lands on your website, you need to make it easy for them to take an action that pushes them to become actual customers.

Every page of your website should have a call to action. This could be in the form of a button, link, or banner that encourages visitors to sign up for your mailing list, buy something from your store, take the next step or contact you.

Your CTA should stand out and make it clear what action you want customers to take. You can also use CTAs to further engage customers by offering discounts or free downloads if they take an action like signing up for your newsletter.

Pro-Tip: Make sure the CTA is relevant to any page you wish to place it on.

7. Showcase Testimonials & Reviews

Testimonials provide social proof that other people have had positive experiences with your business.

Showing Testimonials and online reviews in your website can help customers see your business in a positive light and in turn build trust and credibility.

This can be a great way to build relationships with potential customers and make them more likely to choose your business over the competition.

Conclusion

You've just explored **7 powerful ways a website can transform your business into a customer magnet**, from dominating search engines with SEO to leveraging social proof with testimonials. But here's the key takeaway: **a website is a powerful tool for growth, credibility and visibility—it's your 24/7 salesperson, storyteller, and trust-builder all in one.**

A great website doesn't just say, "Here's what we do!"—Rather it says, "Here's how we solve *your* problem." By focusing on user experience, relevance, and

value, your site becomes a bridge between your business and the customers who need you most.

So, what's next? If you've already invested in a website, revisit these strategies and ask: *Is my site working as hard as it should?* If you're still on the fence, remember: in a world where 76% of customers vet businesses online before engaging, **not having an optimized, customer-focused website means leaving money—and opportunities—on the table.**