A PRACTICAL GUIDE FOR SMALL-BUSINESS OWNERS

Your Website Can Do More Than Exist.

A practical checkup for turning visits into real conversations.

If someone visits your website today, can they understand what you do, contact you easily, and trust that their message arrived?

> **Hi, I'm Daniel.** I build websites and emails for small businesses. I made this guide to help you find a useful next step, even if you're not ready to hire anyone.

Bring your phone and a way to check your email. You'll get a headline template, an inquiry test, a confirmation message you can adapt, and a simple plan for what to fix first.

Planning a new website? Use the examples to prepare your content and save the testing steps for launch.

01 / MAKE YOUR OFFER CLEAR

Give a new visitor a reason to stay.

Open your homepage on your phone. In the first screen, can a stranger tell what you do, who you help, where you work, and how to take the next step?

A FICTIONAL BEFORE AND AFTER

Before: “Welcome to Pacific Edge Painting. Quality you can trust.”

After: “Interior and exterior painting for homes in Ventura County.”
Button: “Request an estimate”

Write your own first draft

> **[Service]** for **[type of customer]** in **[service area]**.
>
> Button: **[the action they can take]** — for example, “Request an estimate” or “Ask about a project.”

Add one sentence beneath it that answers a common question: what the service includes, your process, or who you work with. Use an area only if location matters to your business.

Try the 10-second test

Show your page to someone unfamiliar with your work. After 10 seconds, ask: “What do I do?” and “What would you click to contact me?” If they have to guess, rewrite the heading or label the button more clearly.

Use real examples and experience you can support. You don’t need a perfect slogan to be clear.

02 / TEST THE CONTACT PATH

See what happens after someone reaches out.

A form can look finished and still send messages to the wrong place. This test follows one inquiry from your phone to your inbox.

> **Run a safe test:** Open your site on your phone. Submit the form with your own reachable email address and write “TEST — please ignore” in the message. Avoid real customer details. Note the time you submit it.

1. The page responds	Look for a success message or thank-you page. If you see an error, note the wording and device; check required fields and retry once.
2. The business receives it	Check the intended inbox and spam folder. Open the message and confirm the contact and project details are readable.
3. The customer knows	Check your test email for any promised confirmation. Make sure the on-screen message or email says what happens next.

What the result tells you

Success on the page, but no email? Check the destination address, spam and form service settings, or ask whoever manages them. A success screen alone doesn’t prove email delivery.

Owner email arrives, but no customer email? Check whether one is configured and check spam. If it isn’t, make the on-screen confirmation clear while you decide what to add.

Retest after a change. If you can’t find the cause, send the error, test time, and affected inbox to the person who manages the site; leave passwords out.

03 / MAKE THE NEXT STEP HUMAN

Give people a clear confirmation.

After submitting a form, a customer should know their message was received and what to expect. Use this as a starting point for your thank-you page or confirmation email.

COPY AND ADAPT

Subject: We received your request

Hi [first name],

Thanks for telling us about your project. Your request has been received. We'll review the details and get back to you [your realistic response window].

If you need to add anything, [explain how to reach you].
— [your name or business]

Make it fit your business

Replace the brackets, choose a response window you can actually meet, and use a contact method you monitor. If your form doesn't collect a name, start with "Hello" instead.

> **One important distinction:** an automated confirmation acknowledges receipt; it doesn't answer the person's question or replace your personal follow-up.

Before you turn it on: Send yourself a test. Check the sender name, any links, and where a reply goes. Make sure the message matches the process you can deliver.

Start with evidence you can collect.

You don’t need a complicated dashboard to begin learning where conversations come from.

Ask one useful question

When you reply or speak with a new customer, ask “How did you hear about us?” Record the answer alongside the date and inquiry outcome in a simple spreadsheet or notebook.

EXAMPLE LOG

Oct 3: Referral from a previous customer → estimate sent.
Oct 8: Google search → booked a call.
Oct 12: Doesn’t remember → not a fit.

Review the notes after a few weeks. Look for recurring answers and the kinds of inquiries that are a good fit. People may forget or mention only one of several sources, so treat this as a clue rather than a complete attribution report.

Check the search basics

Search your business name and check that the result and contact details are accurate. On the next page, I’ll show you how to check whether Google has indexed your homepage.

> **When to add tracking:** If you need to compare campaigns or measure form submissions, analytics can help. A form submission is an inquiry, not automatically a booked job or revenue.

Has Google indexed your page?

Google Search Console is a free tool that shows what Google knows about your website. Indexing means Google has added a page to its searchable collection; it doesn't guarantee that the page will show for a particular search.

1. Open Search Console	Visit Google Search Console and sign in. Select your website from the property menu. If you don't see it, ask whoever manages your website for access.
2. Inspect your page	Copy your homepage's full address from your browser, including https://. Paste it into the inspection bar at the top and press Enter.
3. Read the result	Look for "URL is on Google" or "URL is not on Google." Open the Page indexing details for more information.

What should I do next?

"URL is on Google": Google has indexed the page. It can appear in search results, but this does not promise visibility or a particular ranking.

"URL is not on Google": Read the reason in Page indexing. A new page may need time. If there's an issue, share the exact reason with whoever manages your site; once it's addressed, you can choose "Request indexing."

> **Be patient:** A request asks Google to review the page; it doesn't guarantee indexing. Check back later rather than repeatedly submitting the same request. Google's URL Inspection guide explains the results in more detail.

06 / CHOOSE YOUR NEXT STEP

Fix the biggest gap first.

If you found more than one issue, start with anything that stops someone from contacting you. Then improve clarity and learn where inquiries come from.

Form or email fails	Check the destination and service settings; get the contact path working and retest.
Visitors seem confused	Use the headline template on page 2 and repeat the 10-second test.
Inquiries arrive, but follow-up is unclear	Adapt the confirmation on page 4 and choose a response routine you can maintain.
Everything works, but sources are unclear	Start the simple inquiry log on page 5 before deciding whether you need more tracking.

My one action for this week

What will I change or test, and when? How will I know it worked?

Want a hand?

I'm Daniel. I can help with a new website, an existing site, email, automation, or tracking. Tell me what you found and I'll explain the options and cost before work starts.

Talk with me at getemailclarity.com