

Give Visitors One Obvious Next Step

Most local business websites tell you everything except what to do.

TIME	COST	DIFFICULTY	AUDIT SIGNAL
30 minutes	Free	Easy	cta_present

WHAT WE MEASURED

We checked whether your website presents a clear, working call to action that a customer can act on immediately.

WHY IT MATTERS

A visitor who wants to hire you should never have to hunt for how. Yet the most common pattern on a local business site is a wall of information with a phone number buried in a footer, and a button that says "Submit."

This isn't a design problem. It's the difference between a visitor and a customer.

FIX IT YOURSELF

1 Put a tappable phone number in the header of every page

Above the fold, visible without scrolling, on every page. In code:

```
<a href="tel:+15551234567">Call (555) 123-4567</a>
```

Over half your visitors are on a phone. This is the single highest-converting element on a local service website.

2 Pick ONE primary action per page

Don't compete "Call Now" against "Get a Quote" against "Book Online" in the same view. Pick the one you most want, make it the loudest thing on the page, and repeat it.

Everything else becomes a smaller secondary link.

3 Write the button as verb + outcome + friction-reducer

Not: `Submit` · `Learn More` · `Contact Us`

Instead:

- *Get a free estimate — same-day callback*
- *Book your Saturday appointment*
- *Text us a photo for a fast quote*

The friction-reducer is what does the work. "Free," "same-day," "60 seconds," "no obligation."

4 Repeat it in three places

Visitors decide at different moments:

1. **Top of the page** — for the ready buyer

2. **Right after your services section** — for the researcher who just found what they need

3. **In the footer** — for the person who read everything

Same action, three chances.

5 Answer the trust questions next to the button

Right beside your call to action, in small text:

Licensed & insured · Serving Springfield since 2011 · 4.8★ from 140 reviews · Free estimates

That's four objections handled in one line.

6 State your hours and what happens after them

Next to the phone number: *"Open until 5pm today. After hours, leave a message and we'll call back by 8am."*

An honest, kept promise converts far better than a pretense of 24/7 availability.

7 Add a sticky mobile call bar

A bar fixed to the bottom of the screen on mobile with your phone number. Most website builders have this as a setting or a plugin. It follows the visitor down every page.

8 Keep forms short

Name, phone, and one free-text box. That's it. Every additional required field measurably reduces completions. You can ask the rest when you call them back.

CHECK YOUR WORK

- ☐ A tappable phone number appears in the header of every page.
- ☐ Each page has one obvious primary action.
- ☐ Your buttons say what happens, not 'Submit'.
- ☐ Trust signals sit beside your main call to action.
- ☐ Your hours and after-hours policy are stated.
- ☐ Your form has three fields or fewer.

COMMON MISTAKES

- **Phone number as an image.** Not tappable, not readable by machines.
- **Three competing buttons.** The visitor picks none.
- **A long form.** Every field costs you leads.
- **A CTA that promises a response you don't deliver.** See the *Respond to Web Inquiries Fast* guide.

This fix is free. You can earn and keep any Agenarys Seal tier — including Platinum — without paying Agenarys anything beyond the audit itself. If you would rather have help doing it, we sell that. We never sell passage.

SOURCES & FURTHER READING

Conversion practice for local service businesses; mobile usage patterns