

● Practical guide · free

How to grow your business, *without the fuss.*

A simple guide to getting found, turning visits into enquiries and growing more steadily.

For electricians, plumbers, builders, salons, cafés, clinics and shops.

What does it actually mean to *grow* a business?

Growing isn't doing more things at once. It's improving what you already have, so the business grows more predictably.

01

Get found

The right people need to find you at the moment they need you.

02

Convince quickly

When they land on your profile, site or ad, they need to see your value straight away.

03

Repeat what works

Once something works, the next step is making it consistent.

If people already want what you do, growing means improving *clarity, conversion and consistency*.

FIRST

Make them understand you

A clear message, a simple offer and a good explanation of what you sell.

THEN

Make them act

Your site, landing page, content and ads should all lead to one clear next step.

Start by explaining *what you sell*.

Anyone who visits your profile, your site or sees one of your ads should quickly understand these four things.

THE FOUR QUESTIONS

- What you do.
- Who it's for.
- What result you help them get.
- What the next step is.

A SIMPLE EXAMPLE

Vague: "Complete solutions for your home."

Clearer: "Electrician in Birkenhead. Same-day visits and a written quote."

WHY IT MATTERS

With a clear message, it's easier to make content, ads, pages and quotes that make sense to the customer.

RULE OF THUMB

If someone new can't tell what you do within 10 seconds, the message is still too complicated.

More attention without clarity brings more confusion. *Simplify first.*
Then speed up.

A full website or *a landing page*?

Both are useful, but they don't do the same job.

FULL WEBSITE

Your home online

Shows the business as a whole: who you are, what you do, your services, your work and how to get in touch.

LANDING PAGE

One page, one action

Ideal for campaigns, ads and specific offers. Fewer distractions and one goal: getting people to act.

USE A WEBSITE WHEN

- You want to present your brand.
- You offer several services.
- You need to build more trust.

USE A LANDING PAGE WHEN

- You're running ads.
- You have one specific offer.
- You want more focus on conversion.

NOT SURE?

Start with the homepage

It's the page most people see and the one that decides whether they stay. A good homepage already does half the work of a full site.

WANT HELP WITH THIS PART?

We design your homepage before you pay.

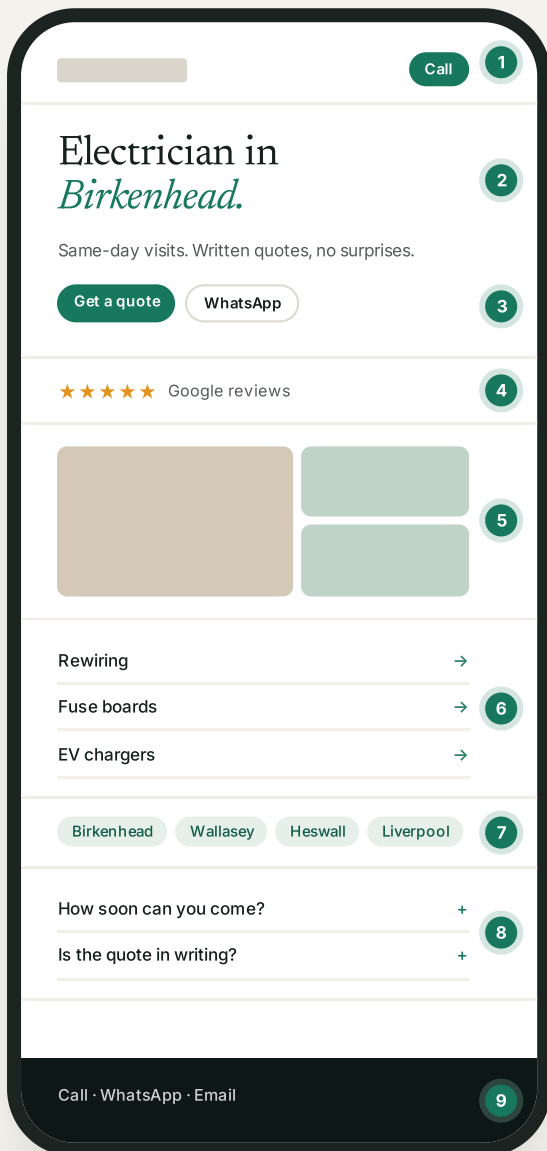
Say yes and it's live in seven days. Say no and you owe nothing.

Message us →

What a good homepage *actually* has.

Many of your visitors will be on a phone, so start there. This is the order we use for local businesses.

EXAMPLE



- 1 **A call button at the top**
Phone or WhatsApp, visible without scrolling.
- 2 **What you do, and where**
One sentence in the headline. Not "Welcome to our website".
- 3 **One main action**
A single clear button, and a second option at most.
- 4 **Proof straight away**
Your Google rating, close to the top.
- 5 **Real photos**
Your work, your van, your team. Not stock images.
- 6 **Your services**
A short list, each one linking to its own page.
- 7 **Areas you cover**
Helps customers, and helps Google place you.
- 8 **Answers before they ask**
The questions you hear on the phone, already answered.
- 9 **Contact again at the end**
Nobody should have to scroll back up.

LEAVE OUT

Pop-ups, sliding banners, autoplay video, "Welcome to our website" and walls of text.

Use content to attract, *explain and sell.*

You don't need complicated language. Think of content that helps the customer move forward.

01 · Get attention

Make people stop

Short, visual ideas that are easy to grasp in the first few seconds.

02 · Explain better

Show you know your stuff

Explain things simply and practically to build trust.

03 · Prompt action

Give a next step

Invite people to comment, visit your site or get in touch.

A PRACTICAL CTA

In your videos, try something simple like:

"Comment GUIDE and we'll send you the PDF."

Then, inside the PDF, the next step is visiting your site or talking to you.

IDEAS FOR THIS WEEK

- A before and after of a job.
- The answer to a question you hear every week.
- A message from a happy customer, with their permission.

REMEMBER

The goal isn't just views. It's getting more people to remember you, understand your value and arrive at your site with more confidence.

ALREADY HAVE A SITE?

You don't have to start again.

We move what works, rebuild it properly, or simply look after it.

See options →

Use ads to *speed up results*.

Ads help you reach more people, faster. But they work best once the basics are in place.

BEFORE YOU ADVERTISE

- Have a clear offer.
- Use a simple, direct creative.
- Send people to a page that matches the ad.
- Reply to enquiries quickly.

SIMPLE RULE

Ads don't work miracles

If the message is confusing or the page isn't ready, more budget rarely fixes the problem.

01

Test

Try different creatives, offers and audiences.

02

Measure

Find out which ads bring the best enquiries.

03

Scale

Only spend more on what's already showing good signs.

With a clear offer and a page that's ready, ads help you *pick up speed*.

BEFORE YOU SPEND ON ADS

Send us your website address.

A written reply within 24 hours with three things we'd change. Free, no proposal attached.

Get a review →

Show up on Google *when people search.*

SEO helps your business get found by people who are already looking for a solution.

01

Service pages

One clear page for each service you want to sell.

02

Local SEO

Important if you work in a specific area. Think "plumber in Wallasey", not just "plumber".

03

Useful content

Answer the questions customers ask before they buy.

04

Technical basics

Speed, structure and a good experience on mobile still count.

THE BENEFIT

Unlike ads, SEO can keep bringing visits even when you're not paying for every click.

IN SHORT

When someone is actively looking for a solution, SEO helps you show up at the moment the intent is already there.

WANT TO SHOW UP ON GOOGLE?

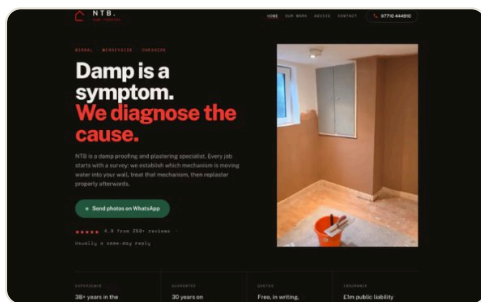
A site of your own, found on Google and looked after every month.

Nothing up front. Cancel any month.

[See the plans →](#)

Three local businesses, *three real sites*.

Sites we've built for clients, what each one does, and why it works.



Damp proofing · Wirral

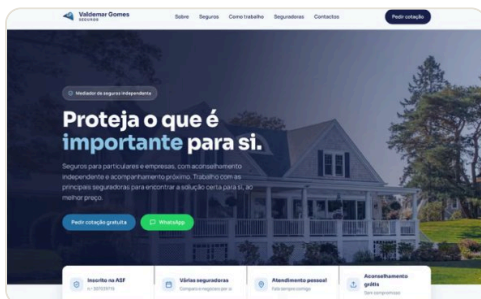
NTB Damp Proofing

Four pages, a self-check and a coverage map, in English for a British trade.

Why it works: the headline explains the job in one line, and the main button sends photos on WhatsApp.

"It went live about 8 days ago and already getting people asking for quotes and I've secured my first job from it today."

NTB Damp Proofing, Heswall · Google review



Independent insurance broker · Portugal

Valdemar Gomes Seguros

A section per line of cover, a quote form that lands in his inbox, WhatsApp on every screen.

Why it works: the next step is always one tap away, whatever page you're on.



Study centre · Vila Nova de Gaia

Bloco de Notas

A page per service, visits booked through the site, and the local detail written for people searching on a phone.

Why it works: a page per service and real local detail help it show up when parents search nearby.



"Two calls, one week, done. The site is calm and clear, no pop-ups, no nonsense, and people actually book through it."

Google review

How ready is your business *to grow?*

Tick the statements that are true today. At the end, count how many you ticked.

- | | | |
|----|--|--------------------------|
| 01 | I can clearly explain what I sell. | ☐ |
| 02 | My site or landing page makes the next step obvious. | ☐ |
| 03 | I have visible proof: clients, past jobs or reviews. | ☐ |
| 04 | I post content fairly consistently. | ☐ |
| 05 | I have at least one predictable way of getting visits. | ☐ |
| 06 | I know how many enquiries I get. | ☐ |
| 07 | I reply quickly to new enquiries. | ☐ |
| 08 | My business shows up on Google. | ☐ |
| 09 | I know which services or pages get the most interest. | ☐ |
| 10 | I have room to take on more customers. | ☐ |

0–3

Basics first

Focus on simplifying your message and tidying up your site.

4–7

On the right track

You have the structure. Now it's about consistency and fine-tuning.

8–10

Ready to speed up

You have the foundations to grow with more strength and control.

Four messages *ready to use.*

Swap the green parts for your own details and send them as they are, by WhatsApp, text or email.

01 · YOUR ONE LINE

Describe what you do

For your Instagram bio, your Google profile and the top of your homepage.

What you do in where . Proof or difference . Next step ↓

Example: Plumber in Wallasey. Written quotes within 24 hours. Message us on WhatsApp ↓

02 · REVIEWS

Ask for a Google review

Send it the day you finish the job, while they're happy.

Hi name , thanks again for choosing us for the job . If you're happy with it, a quick Google review would really help us: link . It only takes a minute. Thank you!

Your review link is in your Google Business Profile, under the option to ask for reviews.

03 · NEW ENQUIRY

Reply to someone new

Within the hour if you can. Replying first often wins the job.

Hi name , thanks for getting in touch. So I can give you an accurate quote, could you send me a photo / the address / a rough size ? I can come round on day , or call you today at time .

04 · FOLLOW-UP

Chase a quote, gently

Two or three days after sending it, if you haven't heard back.

Hi name , just checking you received the quote for the job . If you have any questions, reply here. No pressure either way.

Most work is won in the reply, not the advert. *Be the one who answers first.*

Seven days, *about twenty minutes a day.*

Small jobs you can do this week without hiring anyone. Do them in order.

Day
1

Write your one line

What you do, where, and the next step. Put it in your Instagram bio and your Google profile. Template on [page 11](#).

15 min

Day
2

Sort out your Google Business Profile

Check your hours, phone number, services and the areas you cover. Add five real photos of your work.

30 min

Day
3

Ask three customers for a review

Pick three people who were happy with a recent job and send them the review message from [page 11](#).

10 min

Day
4

Test your site on your phone

Can you find the phone number within three seconds? Send yourself a message through the contact form and check it arrives.

15 min

Day
5

Post one before and after

One real job, two photos, one line on what you did. Finish with the next step.

20 min

Day
6

Answer your three most-asked questions

Write down what people ask you on the phone, and add the answers to your site or your profile.

30 min

Day
7

Count what came in

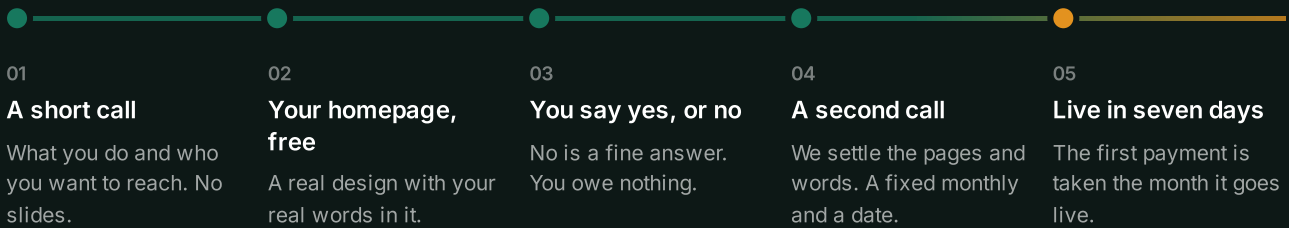
How many enquiries this week, and where did each one come from? Write it down, and next week do more of what worked.

10 min

Small, regular improvements beat one big relaunch. *Repeat it every month.*

Want help putting this *into practice?*

We design your homepage before you pay. Five steps, and you only pay at the fifth.



CONTACT

Talk to teialoom

A conversation, no commitment.

[Talk →](#)

FREE REVIEW

Three things we'd change

In writing, within 24 hours.

[Ask →](#)

OUR WORK

Sites and demos we've built

Real clients and demos.

[View →](#)

WEBSITE

teialoom.com

Plans, questions and answers.

[Open →](#)