

# 10

# Easy Ways To Fix Your Marketing



# **Quick Wins You Can Action Today – No Fluff, Just Results**

Marketing doesn't have to be overwhelming.

If you're a business owner wearing multiple hats or a small team doing big things, these 10 simple fixes will help you improve your marketing fast – without hiring a full agency or spending weeks reading blogs.

# Update Every Page's Meta Description

Check that each page on your website has a clear, keyword-rich meta description. This not only helps your SEO but also improves click-through rates when your site appears in search results.

## Quick Guide:

- Go to each page/post in your site
- Scroll down to the Meta Description box
- Enter a clear, benefit-driven summary
- Include 1–2 relevant keywords

## Top Tip:

Use tools like **Yoast SEO** or **Rank Math** to manage them easily.

## Example:

*"Natural lavender handmade soap with shea butter. Ideal for dry skin. Vegan, eco-friendly, UK made."*



# Refresh Your Google Business Profile

Keep your business hours, services, and contact details up to date. Add recent photos and ask customers for reviews regularly – it boosts local search visibility and trust.

## Quick Guide:

- Go to Google Business Manager
- Log in and open your profile

## Update:

- Opening hours
- Services/Products
- Website link
- Photos
- Reply to all recent reviews

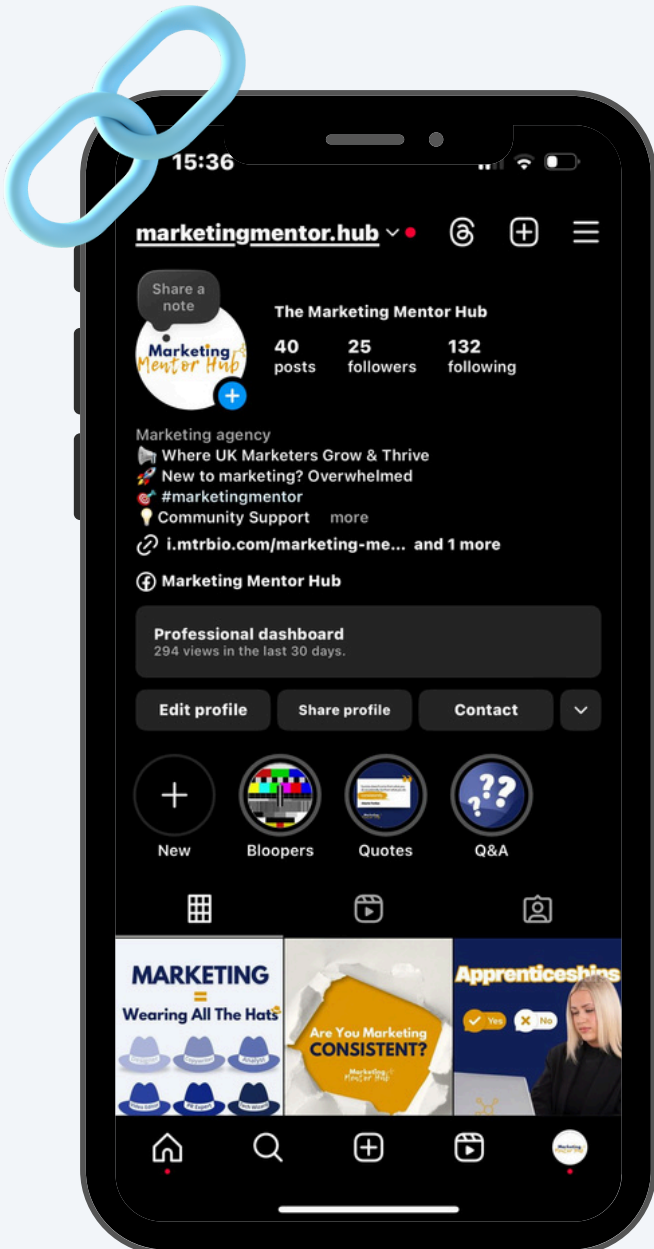
## Don't Forget!

You can add posts and events to your Google Business Profile!






# Test Your Website on Mobile

Over **60%** of web traffic comes from mobile. Open your site on your phone – is it fast, readable, and easy to navigate?

**If not, it's time for a clean up.**



## Things To Check:

-  Is the menu easy to use? Try opening and closing it.
-  Is the text readable without zooming in?
-  Do buttons and links work well and fit the screen?
-  Are images loading correctly and not distorted?
-  Does the contact form or checkout process work smoothly?

## Need Help Fixing It?

If you'd like support reviewing your site's mobile experience, we're here to help. Whether it's quick tweaks or a full refresh, we'll guide you with clear, no-jargon advice.



# Add a Clear CTA to Every Page or Post

Whether it's "Call Now", "Get a Quote", or "Download the Guide" – every page should guide the user to take action. Don't leave them guessing.

## Quick Guide:

Pick one action per page:

- E.g., "Book a Call", "Download Guide", "See Prices"
- Make a button or bold text link

## Where Should It Go?

- Near the top
- In the middle of content
- At the bottom of the page



# Get Focused with Your Social Media

You don't need to be everywhere – but you *do* need to show up well where your audience is. A focused social media approach saves time, reduces pressure, and leads to better results.

## Quick Guide:

- Pick 1–2 platforms that suit your brand and customers
- Update your bio, contact link, and profile image
- Post consistently (even once a week is a win!)
- Use past content, reviews, or behind-the-scenes moments – don't overthink it

## Top Tip:

Don't aim for perfect – just show up consistently with useful or authentic content.



# Reuse Your Best-Performing Content

Find blog posts, videos or emails that performed well and repurpose them into social posts, guides or LinkedIn articles. Maximise what's already working.

## Quick Guide:

- Find your most popular blog post, video, or email

## Break it into:

- A LinkedIn post
- 3-4 Instagram graphics
- A short email tip

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# Add Testimonials Where They Matter

Put client feedback directly on your homepage, service pages and proposal PDFs — don't bury them on a "Testimonials" page no one visits.

**People trust people — especially before buying or enquiring.**

## Quick Guide:

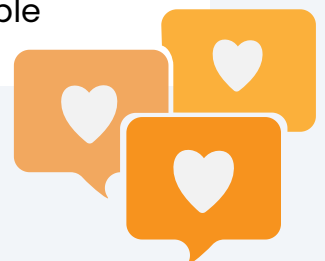
- Collect 3-5 client quotes

## Place Them:

- On your homepage
- On service pages
- In email footers or proposals

## Top Tip:

Use real names and photos if possible



# Create a Simple Email Nurture Sequence

New subscribers or customers are most engaged in the first few days. A short, automated email flow helps build trust, share your story, and gently guide them toward taking the next step — without needing to follow up manually.



## Quick Guide:

Choose an email platform: MailerLite or Mailchimp are great for small businesses. Most offer FREE plans!

Create a 3-email automation that runs when someone signs up or places an order:

### Email 1: Welcome & what to expect

- *Introduce your brand, thank them for joining, and let them know what kind of content they'll get.*

### Email 2: Value add

- *Share a helpful tip, story, or behind-the-scenes look that relates to your product or service.*

### Email 3: CTA or offer

- *Invite them to shop, book a call, or follow you on social - with a clear next step.*

Set it to trigger automatically for new sign-ups, newsletter subscribers, or first-time customers. **Test it!**



Send it to yourself to make sure it reads well and looks great on mobile.

# Run a Mini Brand Refresh

Your brand should reflect where your business is now — not where it was a few years ago.

## Ask yourself:

- ? Is my messaging clear?
- ? Do my visuals feel current?
- ? Does my website feel like my business today?

If not, update in small steps — **start with photos or tone of voice.**



## Block Out 1 Hour a Week for Marketing

Block out a recurring slot for marketing — protect it like a client meeting. You'll move the needle more than if you keep putting it off.

## Quick Guide:

- Add a weekly time slot to your calendar and treat it like a meeting
- Use it to plan content, check your website, or review your progress
- Keep a simple checklist to stay focused

## Need help staying on track?

Join our free Marketing Clinic calls – live group sessions where we answer questions, share bite-size training, and help you stay on track.

👉 [Book Your Spot Now!](#) Everyone's welcome, no pressure, no jargon.