FREELANCER FIELD GUIDE

Help small businesses get more customers online

A practical, repeatable system for turning a local business into a clear offer, a visible presence, and a steady pipeline of enquiries.

The outcome A business that is easy to find, easy to trust, and easy to contact.	**Your role** Diagnose the customer journey, fix the biggest leaks, and measure the results.

How to use this guide

Start with one business and work through the steps in order. Avoid selling every channel at once. Small businesses win fastest when one high-intent customer path is working well before you add more activity.

Core principle: Improve the path from search or social post to enquiry, then prove what changed with simple numbers.

Phase 1 - Choose the right problem

1. Start with a focused discovery call

Your first job is not to propose services. It is to learn where customers currently come from, where they get stuck, and which sale matters most.

1

Ask commercial questions

Ask: What is your most profitable service? Who buys it? What does a new customer spend? How many leads become customers? What stops people from booking? Where do enquiries come from today?

Deliverable: One-page discovery notes with the business goal and the baseline numbers.

2

Map the current customer journey

Pretend to be a customer. Search Google, visit the website on a phone, inspect the Google Business Profile, read reviews, and test the contact route. Record every point of friction: vague offer, slow page, missing price guidance, no reviews, broken form, or no clear next step.

Deliverable: A short "before" audit with the three highest-impact fixes.

3

Agree on one measurable goal

Translate marketing language into a business result. Good examples: 20 qualified enquiries per month, 10 calls booked, 15 online orders, or 30 review requests sent. Set a 60-90 day target and name the owner who will respond to leads.

Deliverable: A shared goal statement: baseline, target, deadline, owner.

Phase 2 - Make the offer easy to buy

2. Clarify the message before buying attention

More traffic cannot rescue a confusing offer. Build a message that helps the right person recognise their problem and take the next step.

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Write a simple positioning statement

Use: "We help [specific customer] get [valuable outcome] in [place or timeframe] without [common worry]." Example: "We help busy families in Leeds get a reliable boiler repair today without surprise call-out fees." Keep it specific and believable.

Deliverable: A homepage headline and one-sentence business promise.

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Create a single primary offer

Package the first purchase: consultation, quote, trial, service bundle, diagnostic, or booking. Explain what is included, who it is for, what happens next, and what makes the choice low risk. Never hide the action behind "learn more."

Deliverable: A named offer with a clear call to action.

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Build proof and remove doubt

Collect five real testimonials, before/after examples, credentials, guarantees, response-time expectations, and FAQs. Ask the business to request reviews immediately after a successful job. Use permission before publishing customer photos or stories.

Deliverable: A proof library the business can reuse on its site, profile, and posts.

Phase 3 - Be found and be chosen

3. Strengthen the online essentials

For most local and service businesses, Google, a mobile-first landing page, and reviews are the highest-leverage foundations.

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Fix the Google Business Profile

Confirm the name, address/service area, phone number, hours, categories, website, services, photos, and booking link. Add a description using customer language. Publish a few useful updates and answer every review. Do not use fake reviews or keyword-stuffed names.

Deliverable: A complete profile checklist and a monthly update routine.

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Create one conversion-first landing page

Use a page for the main offer. Above the fold: what the business does, for whom, where, a proof point, and one action button. Then add benefits, process, reviews, FAQs, and contact. Make phone, form, and booking options effortless on mobile.

Deliverable: One page with one primary action: call, book, request quote, or buy.

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Set up lead capture and fast follow-up

Use a short form that asks only what the business needs to respond. Send a confirmation immediately. Agree a response standard, such as replying within 15 minutes during business hours. A perfect lead campaign fails when nobody calls back.

Deliverable: A tested form, notifications, and a written response script.

Phase 4 - Create reliable demand

4. Pick one acquisition channel at a time

Choose the channel that matches customer intent and the business capacity. Work it for 4-6 weeks before deciding whether to scale, improve, or stop.

If customers...	Start with...	First action
Search when they need help now	Local SEO + Google Business Profile	Improve service pages and gather reviews.
Compare providers before buying	Google Search ads	Bid on a small set of high-intent terms and send traffic to one offer page.
Need education or inspiration	Short-form social content	Answer one common question per post and direct viewers to one next step.
Are past customers	Email / SMS reactivation	Send a useful check-in and a relevant repeat-purchase offer.
Buy through referrals	Referral partnerships	Create a simple partner introduction offer and track sources.

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Launch a small, trackable campaign

Write one message for one audience and one action. Use tracking links or a unique landing page. For paid campaigns, begin with a modest test budget and stop any ad that produces irrelevant or unprofitable leads.

Deliverable: A campaign brief: audience, message, offer, channel, budget, metric, and review date.

Phase 5 - Measure, improve, retain

5. Turn marketing into a repeatable system

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Track the numbers that matter

Keep a simple weekly scorecard. Track visits, enquiries, booked calls, sales, revenue, cost per lead, close rate, and review count. Compare with the starting point - not with vanity metrics such as followers or impressions.

Deliverable: A one-page weekly scorecard.

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Run a weekly improvement meeting

Meet for 20 minutes. Ask: What created leads? Which leads became customers? Where did people drop off? What will we test next? Make one change at a time when possible, so the business learns what worked.

Deliverable: A decision log with one next experiment.

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Keep customers and ask for referrals

Customer growth does not end at the first sale. Create a post-purchase message, review request, referral prompt, renewal reminder, or complementary offer. Great service plus a simple follow-up sequence is often the cheapest channel.

Deliverable: A 30-day follow-up sequence.

The freelancer operating rhythm

Week 1	Weeks 2-3	Weeks 4-6	Monthly
Audit, goal, message, offer	Profile, landing page, tracking, follow-up	Channel test, reporting, improvements	Results review and next priority

Final reminder

The strongest freelancers do not promise "more followers." They build a customer path the owner can understand: a clear offer, visible proof, a frictionless enquiry route, fast follow-up, and a simple scorecard. Start small, show progress, and compound what works.