

Opening More Doors For Local Businesses



MORE DOORS ONLINE

How Local Service Businesses Get More
Enquiries Without Relying On One Website

A simple guide for trades and service businesses

barrievansmarketing.com



Why Some Weeks Are Busy And Others Are Quiet

Many service businesses rely on one website to generate enquiries.

For a while this works well.

But over time enquiries can become unpredictable.

Some weeks are busy and others are quiet.

This often happens because the business is relying on one place online where customers can find them.

If visibility drops in that one place, fewer people discover the business.

This guide explains a simple idea.

Instead of relying on one website, businesses can create additional entry points online.

Think of it as creating more doors for customers to find you.

The One Door Problem

Company Website



Limited Enquiries

Creating More Entry Points



**Company
Website**



**Service
Website**



**Service
Website**



**Service
Website**

**More doors for
customers to find you**



**More
Enquiries**

Search Engines Prefer Clear Topics

Search engines work by understanding the topic of a page.

When a website focuses on one service in one location, the message becomes much clearer.

Customers searching for that service can immediately see they are in the right place.

This clarity helps the website attract the right enquiries.



Looking for what you do



How A Customer Becomes An Enquiry



Customer Searches



Service Website



Phone Call



Your Business

A focused service website becomes another entry point for enquiries.

Example Scenario

Imagine an electrical company working in Bristol. Their main website covers many services including electrical testing, rewires, EV chargers and solar installations.

A dedicated website could focus specifically on:

Electrical testing in Bristol

Someone searching for that exact service may find the focused website more easily.

When they call or send an enquiry, the lead goes directly to the business.



A focused service website becomes another entry point for enquiries.

Knowing Where Enquiries Come From

Each service website can use a dedicated phone number.

When someone calls, the call can be recorded and counted.

This allows you to see how many enquiries the website generates.

Instead of guessing where leads come from, the numbers become clear.

This makes it much easier to understand the value each website is producing.



How Different Businesses Could Use This Approach

Example 1

Carpenter in Bristol

A carpenter specialising in fitted wardrobes could have a website focused on:

Fitted wardrobes Bristol.

Example 2

Rendering contractor in Swansea

A focused website could target:

House rendering Swansea.

Example 3

Scaffolding company in Bath

A focused website could represent:

Scaffolding hire Bath.

If You Would Like Help With This

Some businesses choose to build and manage additional service websites themselves.

Others prefer to have them built and supported for them so they can focus on their work.

If you would like to see how this approach can be implemented professionally, You can see how this works here.



Learn More
About The Setup

Strengthening The Visibility Of Each Website

Dedicated service websites are not isolated pages.

They can be supported by additional content signals that reinforce their topic.

These signals help search engines understand the subject of the site and strengthen its visibility over time.

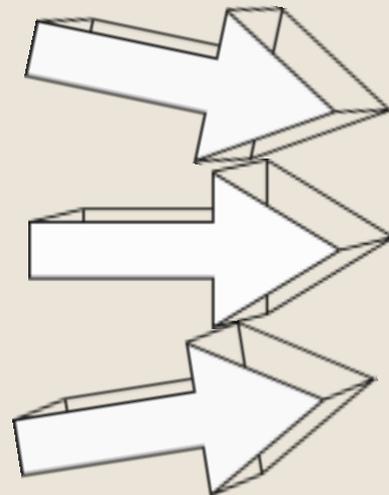
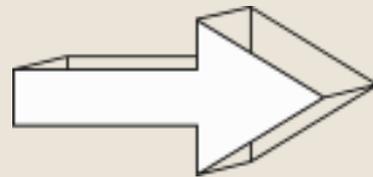
These signals help strengthen the visibility of the website over time.

The Main Idea

Many businesses rely on one door online.

Creating additional service websites introduces more doors where customers can find you.

More doors means more opportunities for enquiries.



If This Approach Makes Sense For Your Business

This guide explained the idea of creating more entry points online so customers can find your service.

If you would like help implementing this approach, further information is available.

This explains:

- how dedicated service websites are structured
- how enquiries can be measured
- how visibility is supported



View The Full
Explanation

About Barrie Evans



Barrie Evans works with service businesses to improve their local visibility and generate more enquiries through structured online presence.

This includes website structure, Google Business Profile support and authority signals that help businesses appear more clearly in search results.