

FREE GUIDE FOR HOME CARE AGENCIES

# Website CRO, *made simple.*

How to turn more of the families who visit your website into phone calls. Short words. Big pictures. A checklist to find what your site is missing.

# What is CRO?

It sounds hard. It is not. Think of a lemonade stand.

CRO stands for **Conversion Rate Optimization**. Big words! Here is what they mean:

**Out of all the people who visit your website, how many call you or fill out your form?**

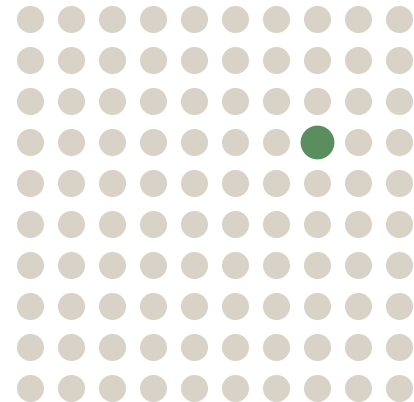
That number is your **conversion rate**. CRO is making that number go up.

Picture a lemonade stand. 100 people walk by. 1 person buys a cup. That is **1 out of 100**, or **1%**.

Now you add a bright sign, a clear price, and a big smile. Now **3** people buy. Same street. Same 100 people. **Three times** the lemonade.

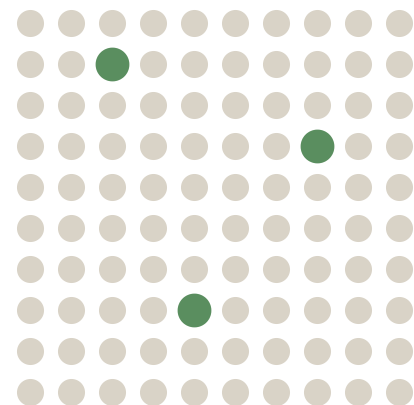
Your website works the same way. The visitors are the people walking by. A call or a form is a cup of lemonade sold.

**Before: the stand is hard to understand**



**1 of 100**

**After: the stand is easy to use**



**3 of 100**

Green dot = someone who called or filled out the form.

**In plain words:** more of the families who visit your site call you. That means more families helped, without paying for more visitors.

**Conversion rate** =  $\frac{\text{people who call or fill out a form}}{\text{people who visit}}$

# Your website is a *bucket*.

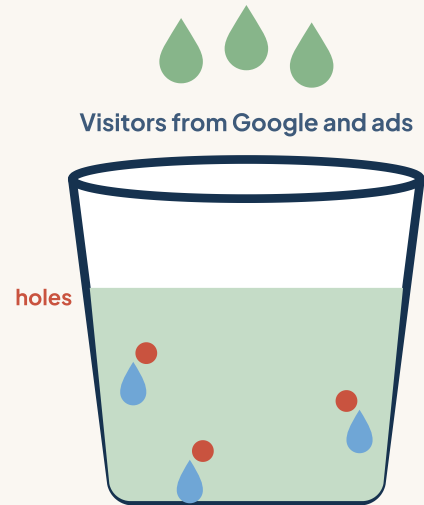
Google and ads pour visitors in. Holes let them leak out.

You may already pay for visitors. Maybe you pay for SEO, Google ads, or a listing. That is the water going into the bucket.

But if the page is confusing, slow, or hides your phone number, families leave. That is a **hole**. They leave and call somebody else.

**CRO patches the holes.** You do not need more water. You keep more of the water you already have.

It costs less to keep a visitor than to buy a new one.



**Calls and forms = what stays in the bucket**



## The 11 p.m. visitor

Many families look for care late at night. They are tired and worried. And **most visitors are on a phone**, scrolling fast. If your site is not clear in about **five seconds**, they tap back and try the next one.

CRO is how you win those five seconds, on a small screen.

# The *8 must-haves* of a website that gets calls.

If you can say yes to all eight, on a phone screen too, your bucket is in great shape.



## **A clear headline**

1

Can a stranger tell what you do and where in 5 seconds?



## **A big phone number**

2

Can someone tap it on a phone and call right away?



## **A short, easy form**

3

Does it ask for just a name, a number, and a question?



## **Proof you can be trusted**

4

Reviews, license, background checks, real names.



## **Fast on a phone**

5

Does it load quickly and look good on a small screen?



## **One clear next step**

6

Does every page say what to do next? Call or request care.



## **Real photos**

7

Your team and your office, not just pictures anyone could use.



## **Answers to questions**

8

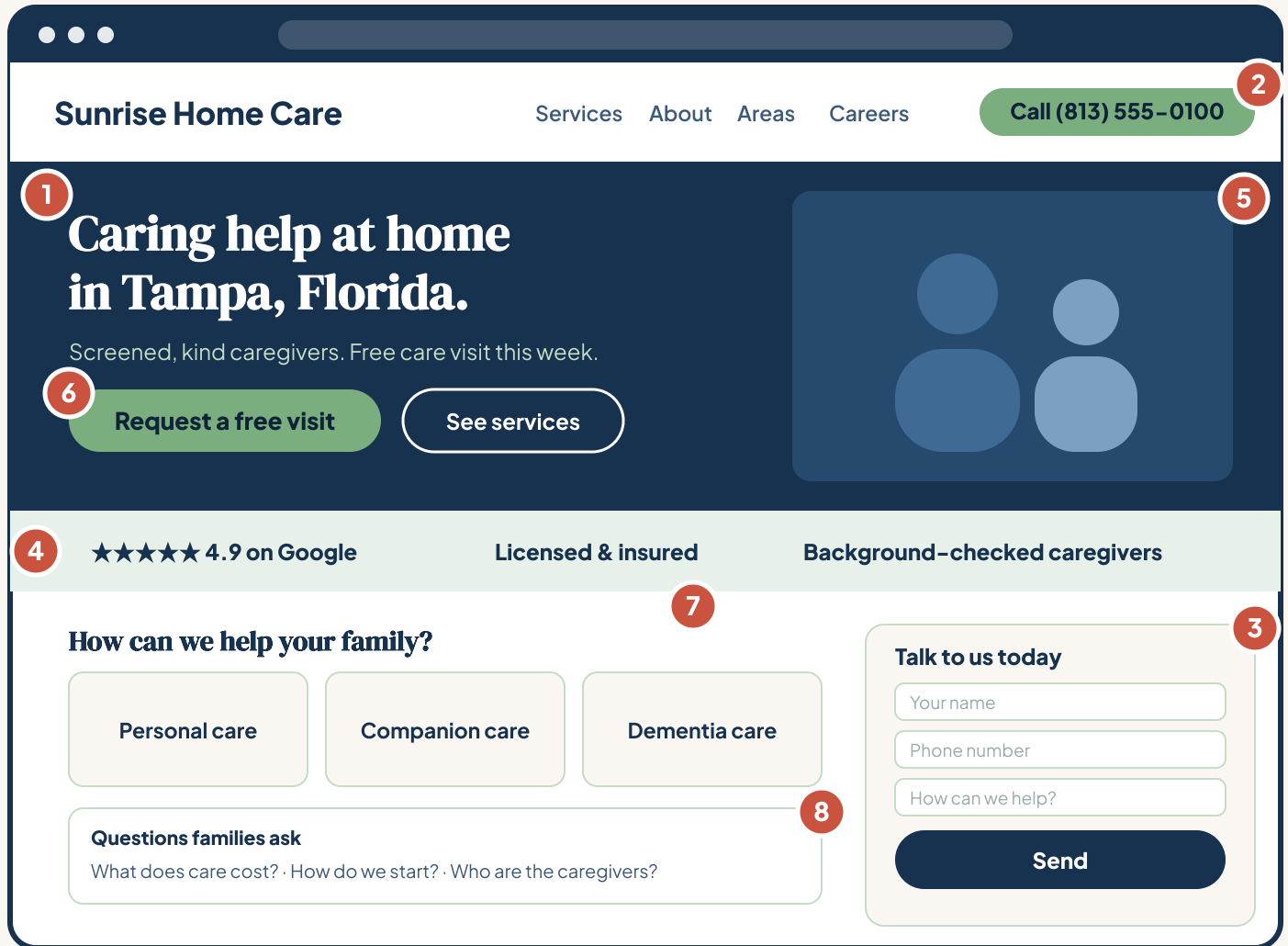
Cost, how to start, who the caregivers are.

Families are not shopping for a website.

**They are looking for someone they can trust with the person they love.**

# What a *good page* looks like.

Open your own homepage next to this one. Count how many red pins you can find. Then check it on your phone, because that is where most visitors will see it.



**1 Clear headline**

It says what you do and where.

**3 Short form**

Three boxes and one button.

**5 Real people**

Photos of your own team.

**7 Plenty of space**

Easy to read. Not crowded.

**2 Phone number up top**

Big, and tap-to-call on phones.

**4 Trust bar**

Reviews, license, background checks.

**6 Button that says what happens**

"Request a free visit" beats "Submit".

**8 Answers to common questions**

Cost, how to start, who we are.

# 8 common *mistakes*.

Almost every home care site has at least three of these. Here is how to fix each one.

**OOPS****The phone number is hidden****FIX**

Put it at the top of every page. Make it tap-to-call.

**OOPS****The form asks for too much****FIX**

Ask for name, phone, and a short question. Nothing more.

**OOPS****The headline says "Welcome!"****FIX**

Say what you do and where: "Caring help at home in Tampa."

**OOPS****Too many choices****FIX**

One main button per screen. Too many links make people freeze.

**OOPS****The page is slow****FIX**

Shrink big pictures. If it takes a long time to load, people leave.

**OOPS****It is hard to use on a phone****FIX**

Big text, big buttons, no pinching and zooming.

**OOPS****There is no proof****FIX**

Show real reviews, your license, and your caregiver checks.

**OOPS****It looks old and forgotten****FIX**

Fix the old year at the bottom. Add fresh news and photos.

**Bonus mistake:** not calling back fast. A great website only works if a real person answers or calls back quickly.

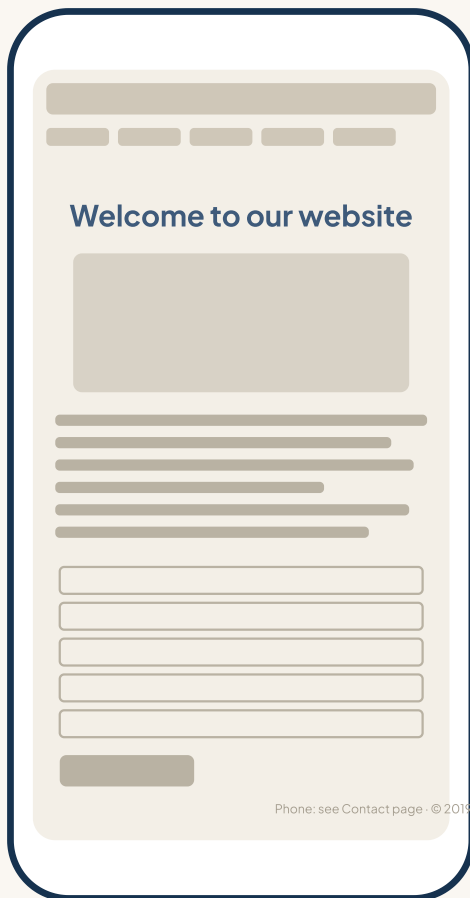
# *Most visitors* are on a phone.

So build for the small screen first. Here is the same agency on two phone screens. Which one would you call?



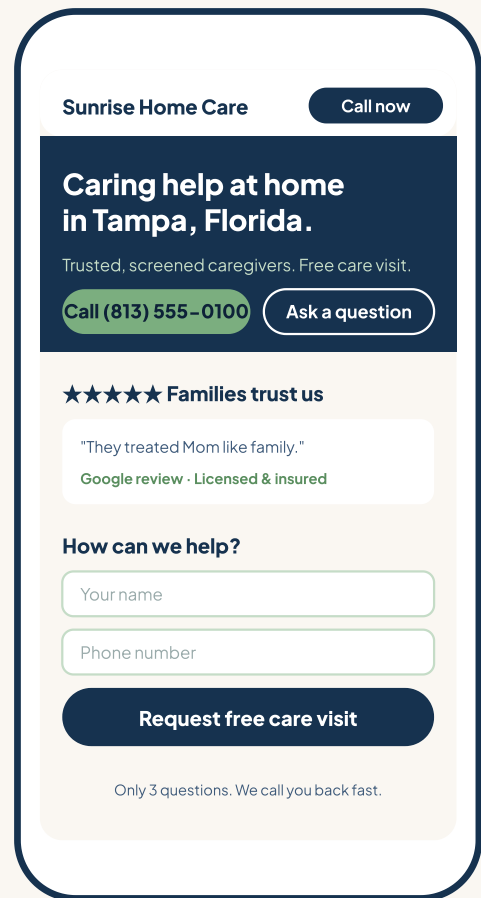
**Open your own website on your phone right now.** Can you read it without zooming, find the phone number, and tap a button with your thumb? Most of your visitors see the phone version, not the desktop one.

## HARD TO USE



- ✗ Headline says nothing
- ✗ Phone number is hidden
- ✗ Long form with lots of boxes
- ✗ Old year, no proof

## EASY TO USE



- ✓ Clear headline in big type
- ✓ Call button on top
- ✓ Reviews and license shown
- ✓ Short form, clear button

# What is *your site* missing?

Tick each box that is true for your website. There are 19 boxes. Be honest. This is only for you.

## First look

- ☐ My headline says what I do and where.
- ☐ A new visitor can tell who I help in 5 seconds.
- ☐ I use real photos of my team.
- ☐ The page is not crowded. There is space to breathe.

## Easy to contact

- ☐ My phone number is at the top of every page.
- ☐ The phone number is tap-to-call on phones.
- ☐ My form has 3 or 4 boxes, not 10.
- ☐ The button says what happens ("Request a free visit").
- ☐ Every page tells people what to do next.

## Trust

- ☐ I show real reviews from families.
- ☐ My license and insurance are easy to see.
- ☐ I explain how caregivers are checked and trained.
- ☐ My address or service area is clear.

## Fast and phone-friendly

- ☐ My page loads quickly on a phone.
- ☐ Text is big enough to read without zooming.
- ☐ Buttons are big enough to tap.

## Answers and fresh

- ☐ I answer cost and "how do we start?" questions.
- ☐ The year at the bottom is this year, and I add fresh content.
- ☐ Someone calls back every inquiry fast.

## How many did you tick?

0-6  
Big holes

7-12  
Leaking

13-17  
Good start

18-19  
Great shape

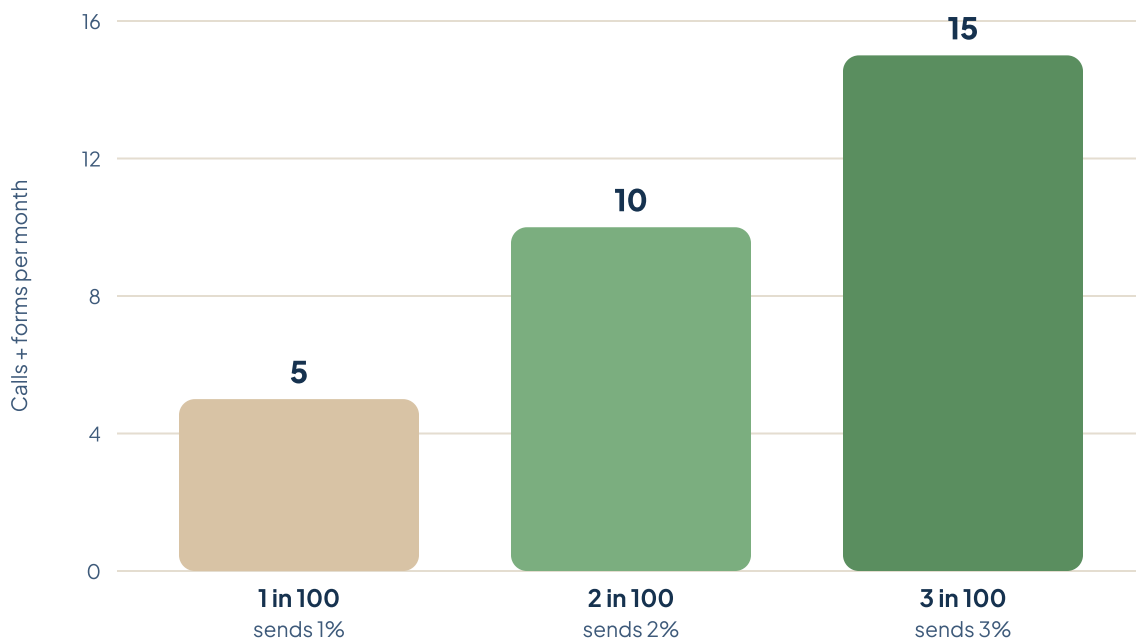
Every box you did not tick is a hole to patch. Start with the ones about the phone number and the form.

# A *small lift* makes a big difference.

Say 500 people visit your site each month. Watch what happens when a few more of them call.

These are **example numbers** to show the idea. The [worksheet on page 12](#) lets you use your own.

## Calls and forms each month



Same 500 visitors. If 1 in 100 reach out, that is 5 inquiries. If 3 in 100 reach out, that is 15.



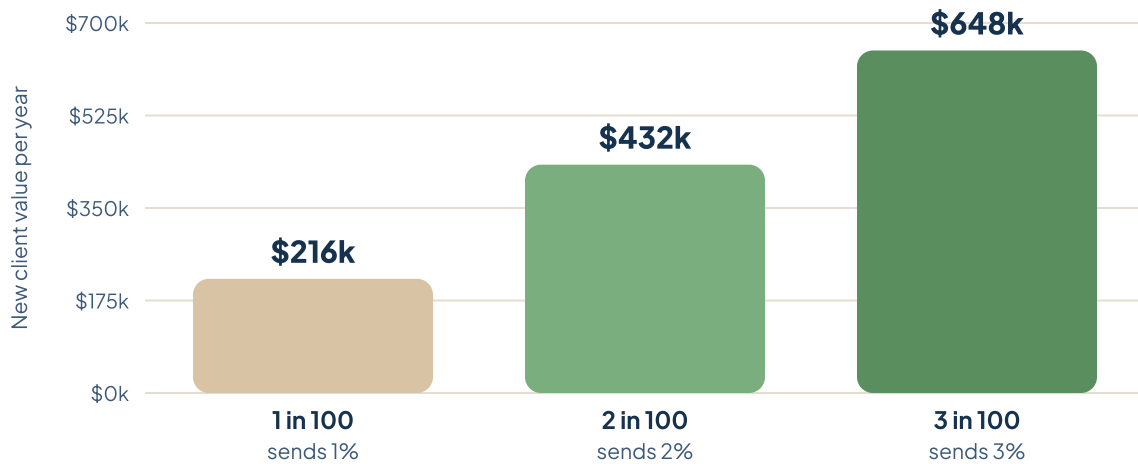
Your own numbers will be different. If a client stays with you for months, the money adds up fast.

**Notice what did not change:** the number of visitors. Only the page got easier to use. That is the whole idea of CRO.

# What that means *in a year.*

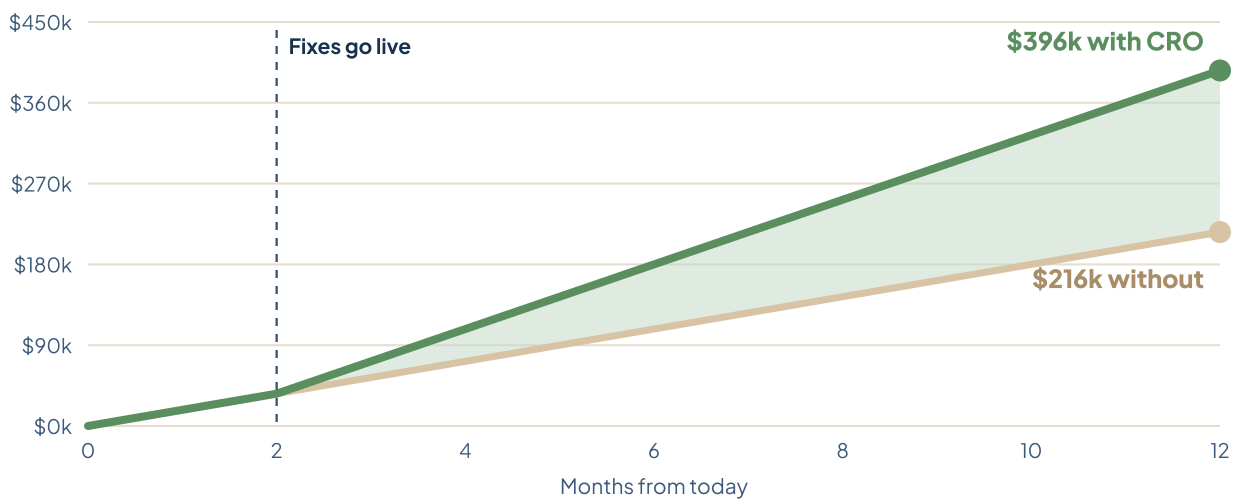
Going from 1 in 100 to 3 in 100 is a lift of just 2 points.

## New client value won in one year



With 1% you win about 18 clients' worth of value. With 3% you win about 54. **That is three times more.**

## Adding it up month by month (going from 1% to 2%)



The green line starts climbing once the fixes go live. After one year the gap is **\$180k** of extra new-client value. You did not buy a single extra visitor.

# 6 quick wins you can do this week.

You do not need to rebuild your website. Start small. Fix one hole at a time.

- 1 Put your phone number at the top and make it tap-to-call.**

About 10 minutes

- 2 Rewrite the headline: what you do + where.**

About 15 minutes

- 3 Cut the form down to name, phone, and one question.**

About 20 minutes

- 4 Add 3 real reviews and your license near the top.**

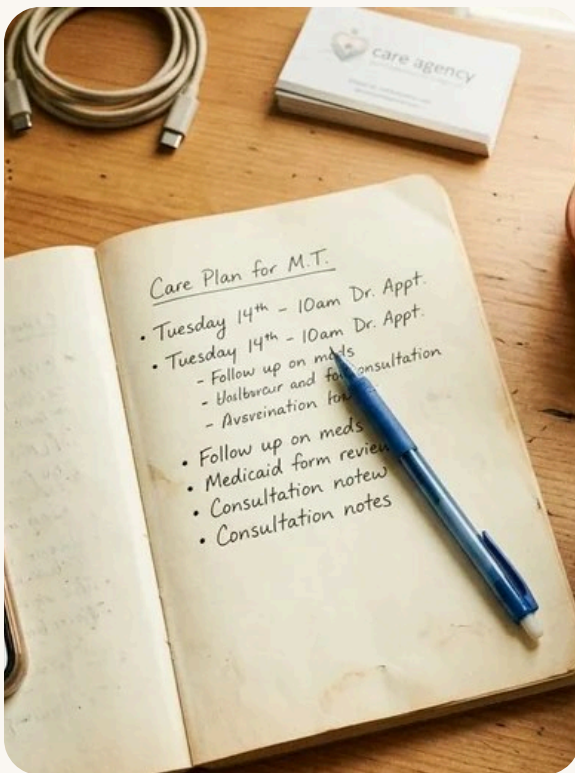
About 30 minutes

- 5 Make the button say what happens: "Request a free visit".**

About 5 minutes

- 6 Check your site on your own phone. Fix anything hard to read or tap.**

About 20 minutes



## How will you know it worked?

Count three things every month. Write them down:

1. **Visitors** – how many people came to your site.
2. **Calls and forms** – how many reached out.
3. **New clients** – how many of those started care.

Divide calls and forms by visitors. That is your conversion rate. Watch it go up.

**Remember:** small fixes add up. Patch one hole, check the numbers next month, then patch the next one.

# Do *your own* math.

Fill in the blanks with a pencil. No calculator needed. A phone is fine.

**A** How many people visit your site each month?  
Ask whoever manages your site, or look at Google Analytics. \_\_\_\_\_

**B** How many calls and forms do you get each month? \_\_\_\_\_

**C** Your conversion rate:  $B \div A \times 100$  \_\_\_\_\_ %  
Example:  $5 \div 500 \times 100 = 1\%$

**D** Out of 10 inquiries, how many become clients? \_\_\_\_\_

**E** What is one new client worth to you, over the whole time they stay? \$ \_\_\_\_\_

**F** If you got **1 more** call or form per 100 visitors, how many more would that be each month?  $A \div 100$  \_\_\_\_\_

**G** **Extra new-client value each month:** \_\_\_\_\_ \$  
 $F \times (D \div 10) \times E$   
That is what one extra point of conversion is worth.

**H** **In one year:**  $G \times 12$  \_\_\_\_\_ \$

Surprised? That is the power of a small lift. You did not pay for more visitors. You kept more of the ones you already have.



# Want us to find the holes *for you?*

We will look at your website and your Google presence and send you a free, plain-English report. No pitch and no strings.

[homecareseoagency.com/free-seo-audit](https://homecareseoagency.com/free-seo-audit)

hello@homecareseoagency.com · (813) 565-3859 · Tampa, FL

Example numbers in this guide are for teaching and are not predictions. Your results will depend on your business, market, and website.