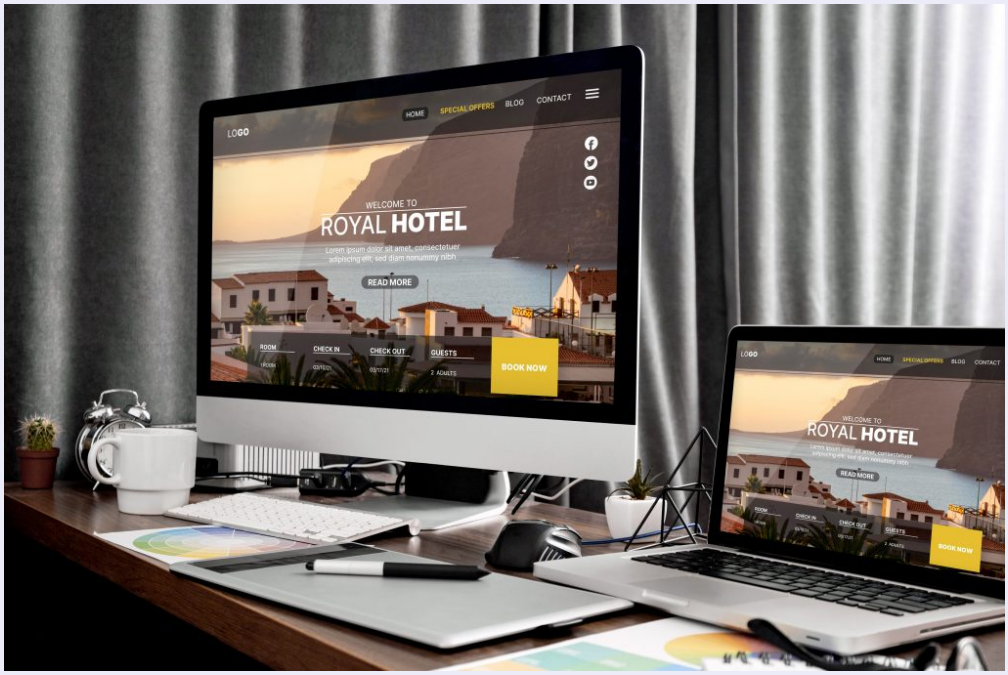
Guide: Create a Simple Landing Page That Gets Enquiries

One page. One goal. More calls, WhatsApp messages, and enquiries.



Many small businesses don’t need a full website to start getting customers. One well-designed landing page is enough to generate calls, WhatsApp enquiries, or appointment requests – if it is built with clarity and focus. This guide shows nano and small businesses how to create a conversion-focused landing page step by step, using simple tools and AI support – no technical skills, no marketing experience required. When you dreamBIG, a focused landing page becomes a powerful starting point for predictable, scalable customer acquisition.

How to Use This Guide:

- Follow **one step per day**
- Spend **30–45 minutes daily**
- Do not skip steps
- Use AI whenever you feel stuck

Consistency matters more than perfection.

DAY 1: Decide Your Landing Page Goal

A landing page fails when it tries to do too many things.

Step 1: Choose One Clear Goal

Pick **only one**:

- Get WhatsApp enquiries
- Get phone calls
- Get quote requests
- Book appointments

Rule: One page = one goal.

Step 2: Define Your Offer Clearly

Complete this sentence in one line: "I help ___ get ___."

Example: "I help homeowners get affordable modular kitchens."

AI prompt: "I run a ___ business. Suggest the best landing page goal and offer for me."

Day 1 is complete when: You have one clear goal and one clear offer.

DAY 2: Create Your Headline & Core Message

Your headline decides whether people stay or leave.

Step 3: Write a Clear Headline

Use this formula: **What you offer + main benefit + location (optional)**

Examples:

- “Fast AC Repair Service in Mumbai – Same Day Visit”
- “Custom Birthday Cakes Delivered in 2 Hours”

Step 4: Add a Simple Sub-Headline

Explain your offer in one short sentence.

Example: “Trusted by 300+ customers | Affordable pricing | Free consultation”

AI prompt: “Write 5 simple landing page headlines and sub-headlines for my business.”

Day 2 complete when: You select one headline and one sub-headline.

DAY 3: Highlight Customer Benefits

People care about outcomes – not features.

Step 5: List 3–5 Customer Benefits

Ask: **“How does my customer feel after choosing me?”**

Examples:

- Saves time
- Saves money
- Hassle-free service
- Peace of mind

Step 6: Convert Features into Benefits

Incorrect: “10 years of experience”
Correct: “10 years of stress-free service”

AI prompt: “Convert these features into customer benefits.”

Day 3 complete when: You have 3–5 benefit bullet points.

DAY 4: Add Trust (Critical for Conversion)

Trust converts visitors into enquiries.

Step 7: Add Any Two Trust Elements

Choose from:

- Customer reviews (WhatsApp / Google)
- Number of customers served
- Years in business
- Before–after photos
- Owner or team photo

Rule: Real proof beats fancy design.

AI prompt: “Write a trust section using my customer reviews.”

Day 4 complete when: At least two trust elements are ready.

DAY 5: Build the Page (No Coding Required)

Step 8: Choose One Tool

Use any one:

- **Canva Websites** (recommended)
- **Google Sites**
- **Wix**

Step 9: Use This Page Structure

Your landing page must include:

- Headline
- Sub-headline
- Image or video
- Benefits
- Trust proof
- One Call-to-Action button

Keep it **one long scrolling page**.

AI help:

- Canva → Landing page templates
- ChatGPT → Improve wording and clarity

Day 5 complete when: Your page layout is ready.

DAY 6: Publish & Test Your Page

1. Click **Publish** in Canva / Google Sites / Wix to make your page live

2. Use the free link first (example: my.canva.site)
3. Test on mobile: page opens, WhatsApp / Call button works
4. Domain is **optional** but increases trust
5. Buy a domain from GoDaddy / Namecheap / Google Domains
6. In your page tool, go to **Settings → Domains**
7. Add your domain and copy the DNS details shown
8. Paste DNS details into your domain provider account
9. Wait up to 24 hours and test your domain again

Done when your page opens using your business domain

- Page is **live online**

DAY 7: Add Enquiry Buttons & Test

Step 10: Add One Primary Action Button

Choose one:

- WhatsApp
- Call
- Simple enquiry form

If using forms, ask only **Name + Phone number**.

Step 11: Test Everything Yourself

Check:

- WhatsApp opens correctly
- Call button works
- Form submits successfully

AI prompt: “Create a WhatsApp enquiry message for my landing page.”

Day 7 complete when: You test the page on your own phone.

DAY 8: Track & Improve

Step 12: Track These Three Numbers Daily

- Visitors
- Enquiries
- Sales

Use:

- Google Analytics (visitors)
- WhatsApp chats (enquiries)
- Notebook / Excel (sales)

Step 13: Improve Weekly

Ask:

- Is my headline clear?
- Is my CTA visible?
- Do I show enough trust?

AI prompt: “Review my landing page and suggest improvements.”

Daily Follow-Up System (Most Important)

- Reply within **5 minutes**
- Use polite, clear language
- Clearly explain next steps

Speed + clarity = conversion.

Realistic Results Timeline

- Week 1: Page live
- Week 2: First enquiries
- Month 1: 5–20 leads
- Month 2: Better quality leads
- Month 3: Repeat customers

Common Mistakes to Avoid

- Too many offers on one page
- Fancy design but unclear message
- No WhatsApp button
- No follow-up
- Not tracking numbers

Beginner AI Tool Kit

Task	Tool
Writing content	ChatGPT
Design	Canva
Forms	Google Forms
Tracking	Google Analytics
Improvement	ChatGPT

Final Self-Check

- My page has one clear goal
- My message is simple
- My CTA is visible
- I track enquiries
- I follow up fast

Final Takeaway:

You don’t need a full website to start selling online. **One focused landing page – built with clarity, trust, and fast follow-up – can consistently generate enquiries for small businesses.** With simple tools and AI support, entrepreneurs can launch quickly, test easily, and improve steadily.

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