

# Small Fixes, Big Wins: 10 Quick Marketing Tweaks That Deliver Real ROI

Tired of pouring money into marketing with no clear return? These proven, small-scale changes help real businesses drive more leads and revenue.

No need to hire a new agency or spend five figures. Just smart tweaks that deliver measurable results.

**JP** by John Palmer



# Speed Up Your Website



## Why It Works

Faster sites reduce bounce rates and improve SEO rankings.



## How To Do It

Use PageSpeed Insights, compress images, upgrade hosting.



## Real Result

26% reduction in bounce rate for a South Jersey plumbing site.



# Replace "Contact Us" with a Real Offer



## Why It Works

Specific CTAs convert better than generic ones.



## How To Do It

Change CTA to highlight benefits: "Book Your Free Consultation in 15 Seconds."



## Real Result

320% increase in lead form submissions.

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Contact Us

## AFTER

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Get a Free Quote



## Trusted by customers worldwide

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# Add Trust Above the Fold

## Why It Works

First impressions matter. Trust  
signals boost clicks and  
conversions instantly.

## How To Do It

Add 5-star reviews, client logos,  
and "As Seen On" badges near  
the top of your page.

## Real Result

41% increase in quote requests within 30 days of implementation.

# Rewrite Your Value Proposition



## Focus on outcomes

People don't buy services—they buy results.

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## Transform your headline

Promise a transformation, not just a task.

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## Measure the impact

Enjoy higher engagement and conversion rates.

A local law firm saw a 73% conversion rate boost after rewriting their headline.





# Follow Up Leads Within 5 Minutes



## Lead Arrives

Form submission or call comes in.



## Instant Response

Automated reply acknowledges receipt.



## Quick Call

Personal follow-up within 5 minutes.



## Booking

Schedule consultation while interest is high.

Use tools like HighLevel or Zapier for auto-replies. Result: 8X more consultations booked.

# Track Calls and Forms

## Measure Everything

You can't optimize what you can't measure.

## Allocate Budget

Shift spending to what works best.



## Call Tracking

See which ads and pages generate phone leads.

## Form Tracking

Attribute form submissions to traffic sources.

One business shifted 42% of ad spend to top-performing campaigns after implementing tracking.



# Take the Next Step

10

## Quick Tweaks

Small changes that deliver real results

15

## Minute Call

Free consultation to find your best ROI fix

30

## Days

See measurable improvements in one month

Want help implementing your highest-ROI fix? Book your free Marketing Clarity Call with ThinkDMG today.

Let's prioritize what will move the needle for your business—fast.