

A VISUAL MAP: FROM WEBSITE → AUTOMATION → CONVERSION

How your website should actually
work when you're not watching it.

What This Is...

A simple visual breakdown
of how your **website**,
automation, and **follow-up**
systems should connect so
visitors don't just browse...
they convert.

No fluff. No tech
overwhelm. Just clarity.

A VISUAL MAP

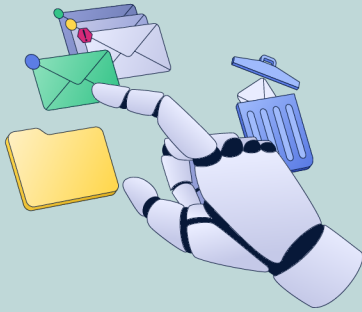
From Website → Automation → Conversion

How your website should actually work when you're not watching it.



WEBSITE (Attract + Direct)

- Clear offer and audience
- One main call to action
- Simple navigation
- Trust builders (proof, clarity, confidence)



AUTOMATION (Capture+Nurture)

- Smart forms or opt-ins
- Immediate follow-up
- Intentional emails or messages
- No manual chasing

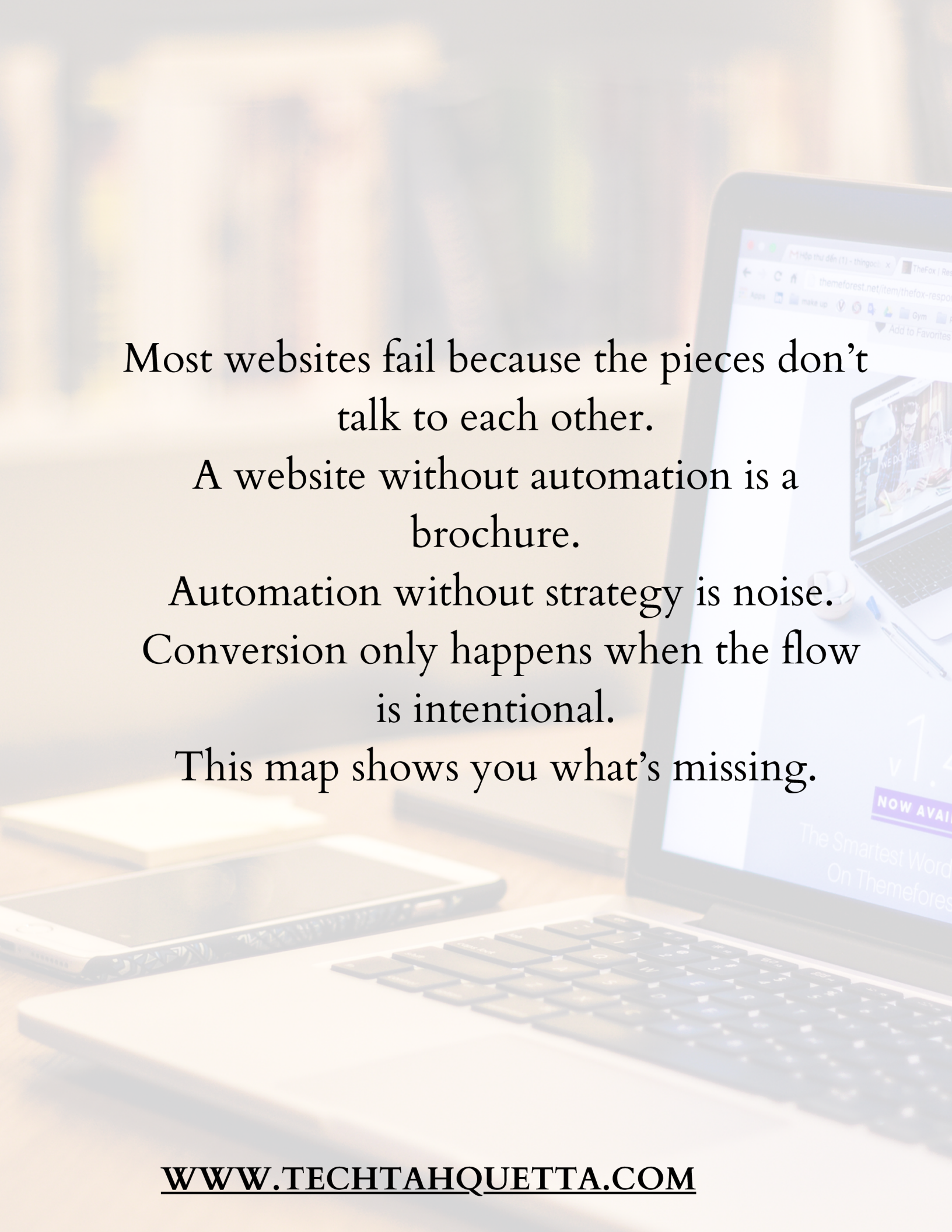


CONVERSION (Decide + Act)

- Book calls
- Paid offers
- Consistent next steps
- Fewer “just looking” visitors

Most websites fail because the pieces don't talk to each other.

- A website without automation is a brochure.
- Automation without strategy is noise.
- Conversion only happens when the flow is intentional.



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This map shows you what's missing.

Common Gaps I See



WEBSITE GAPS (Attract + Direct)

- ☐ My homepage doesn't clearly say who I help and what I do (in 5 seconds).
 - ☐ I have too many calls-to-action and none feel "main."
 - ☐ My navigation is busy or confusing on mobile.
- ☐ I don't have enough trust builders (testimonials, results, proof, clarity).
 - ☐ People visit... but don't click anything.



AUTOMATION GAPS (Capture+Nurture)

- ☐ My opt-in doesn't deliver instantly (or it's manual).
 - ☐ I don't have a welcome email or follow-up sequence.
 - ☐ My form collects info but doesn't guide the next step.
- ☐ I'm inconsistent with replying because it's all in my head or inbox.
 - ☐ Leads fall through the cracks unless I'm on my phone 24/7.



CONVERSION GAPS (Decide + Act)

- ☐ People ask "how do I book?" even though I have a website.
 - ☐ My booking link or checkout is hard to find.
 - ☐ I don't have a clear offer page (or pricing feels unclear).
- ☐ I don't have a strong "next step" for people not ready to buy yet.
 - ☐ I get a lot of "just looking" visitors.

Clarity → Systems → Follow-Up → Intentional Design