

# 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

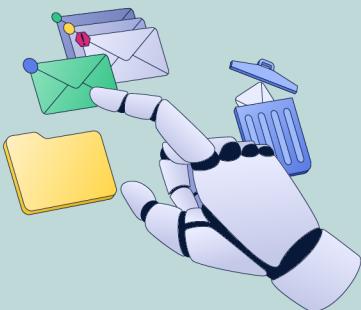
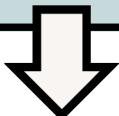
## From Website → Automation → Conversion

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

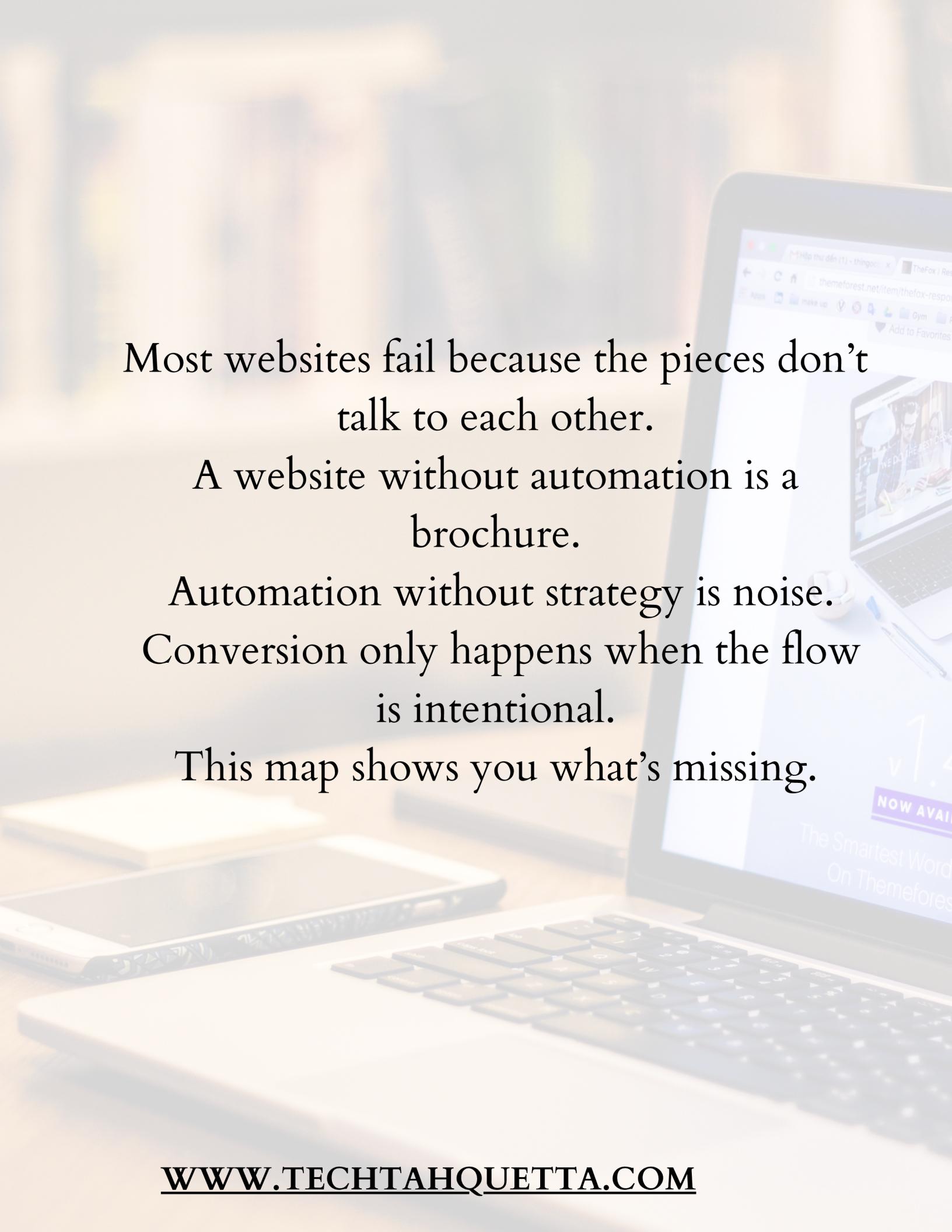


### CONVERSION (Decide + Act)

- 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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Automation without strategy is noise.  
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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