

# FUEL



## GET MORE WEBSITE ENQUIRIES, WITH LESS GUESSWORK

The Plain-English Fix for Small Businesses  
(That Don't Sell Online)

### Clear Messaging

Communicate your value proposition clearly to attract the right audience.

### Lead Capture

Use effective forms and calls-to-action to gather visitor information.

### Usable Design

Ensure your website is intuitive and easy to navigate.

### Trust Signals

Build credibility with testimonials, reviews, and security badges.

*By Jason Carr*

Director, Fuel Design Ltd (2002)

[www.fueldesign.co.nz](http://www.fueldesign.co.nz)

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# About This Guide & Introduction

## ABOUT THIS GUIDE

**This guide is written for service-based businesses, not ecommerce websites. It is designed to help Kiwi business owners, marketers, and DIY website builders understand what good usability experience (UX) looks like, why it matters, and how to improve your website so it generates better enquiries and creates more engagement.**

## INTRODUCTION

If your website feels like it should be doing more, you are probably right. A lot of business websites look decent enough on the surface but still underperform because the user experience is not clear, easy, or trustworthy enough. This guide is here to help you understand the difference between just having a website and having a website that actually works.

It is written in plain English for real business owners. No overcooked jargon. No digital smoke and mirrors. Just practical user experience (UX) thinking you can use to improve the way people experience your website.

You can use this e-book in two ways. First, as a DIY guide to help improve your own site. Second, as a way to better understand what goes into strategic website planning and why specialist help can sometimes save a lot of mucking around.

Throughout the guide, I will also point out where AI tools, platforms like Oncord and Webflow, and stronger website planning can make life easier. The goal is not to overwhelm you. The goal is to help you make smarter decisions.

**Fuel perspective:** At Fuel, we build custom websites and also run Website Design Workshops for businesses that want to learn the thinking behind good website planning. This guide is designed to support both paths.



FUEL

CREATE. BUILD. CONNECT.  
FUEL YOUR BUSINESS ONLINE

# CHAPTER 1:

# Why Most Websites Don't Work (and How to Fix It)

CHAPTER 1

## Let's be honest for a second

Most business websites do not have a traffic problem, they have a conversion problem. People may be landing on the site, clicking around, and then quietly disappearing without getting in touch. In many cases, the problem is not the business itself, it is the website experience.

**"A good website should answer three questions within seconds: What do you do, is this right for me, and what should I do next?"**

UX simply means user experience. In plain English, it is how easy your website is to use, understand, and trust. If your website is confusing, vague, or awkward, people will leave, it is that simple.

## The harsh reality of online behaviour

People do not read websites like brochures. They scan. They judge quickly. They make decisions in seconds. If the website feels cluttered, slow, or unclear, they move on. Your website has a job, and that job is not just to look good. Its job is to turn visitors into enquiries.

### Clarity

Can people instantly understand what your business does?

### Simplicity

Is your website easy to navigate and find what they need?

### Trust

Do you feel credible, professional, and worth contacting?

When those three things are missing, even a nice-looking website can underperform badly.

## Quick wins

- Fix your homepage headline so it clearly says what you do and who it is for
- Add a clear call to action such as **Request a Quote** or **Book a Call** (*not just a contact form!*)
- Uncluttered and simplify your navigation so people do not get lost
- Add social proof such as testimonials, client reviews, and examples of previous work
- Check your mobile experience because that is where many users first meet you

**Chapter summary** : Most websites do not fail because the business is poor. They fail because the UX is weak. Better clarity, simpler structure, and stronger trust signals can make a big difference.

**Next step** : If this chapter feels familiar, a [Fuel Website Audit](#) or our [Website Design & Marketing Workshop](#) can help you work out where your site is leaking enquiries.

# CHAPTER 2:

## How People Actually Use Your Website (and Why That Matters)

CHAPTER 2

### People do not browse, they hunt

Most websites are built around what the business wants to show, not around what the customer is trying to find. Real users are hunting for answers. Can you solve my problem? Can I trust you? What happens next? If they cannot find those answers quickly, they leave.

*"The pattern is simple: scan, click, decide."*

This is why your website needs clear headings, logical structure, and obvious next steps. If someone has to think and try to figure things out, you have already created friction.

### 'Above the fold' and page flow

What users see before they scroll still matters. It's often the moment they decide whether to stay or leave. That first view should clearly communicate what you do, who it's for, and what to do next. At a minimum, this means a strong headline, a concise supporting message, a clear call to action, and a visual that reinforces your offer.

From there, your website should guide users effortlessly through a logical journey. Homepage to service page. Service page to contact. Blog post to workshop. Good UX removes friction and helps users move forward without having to think too hard.

At Fuel, we follow a simple principle: *"a little, a little more, a lot."*

Start by giving users just enough information to spark interest. If they want to go deeper, they can click through to more detailed content, such as a dedicated service page (for example, building an iOS or Android app). From there, those who are highly engaged can access even more depth through options like downloadable guides, videos, or speaking directly with a consultant.

This layered approach works because it lets users control their journey. They can explore at their own pace, find what's most relevant to them, and avoid feeling overwhelmed early on.

📄 **Chapter 2 summary :** People scan, click, and decide quickly. Good UX designs for that behaviour instead of against it.

**Need help? :** Want help mapping the real user journey through your website? That is exactly the kind of work we do in a Fuel workshop or strategy session.

# CHAPTER 3:

## Website Structure That Makes Sense

CHAPTER 3

### Website Structure That Makes Sense

A beautiful website with bad structure is still a bad website. Structure is about what pages you have, how they connect, what information appears first, and how easy it is to move from one section to the next. Good structure follows the customer's questions.

#### Each page needs one job, e.g...

1

##### Home

Explain what you do and guide the next step

2

##### About

Build human trust and credibility

3

##### Service Pages

Answer the customer's key questions and lead to action

4

##### Contact

Make it dead easy to enquire and use a more 'targeted' enquiry form than a basic form

5

##### Supporting Pages

FAQs, process, industries, pricing guides, or insights where needed

Sketch your structure on paper or in a simple document. Start with the core pages and ask whether each page helps the customer, has a clear purpose, and fits logically in the user journey. Fixing structure before design saves a heap of time later.

**Chapter 3 summary:** Good clean structure makes content clearer, design more focused, and UX stronger. It also makes websites much easier to scale over time.

**Need help?:** If your website has grown a bit like an overstuffed garage, Fuel can help you map out a cleaner structure before you waste time polishing the wrong things.

## CHAPTER 4:

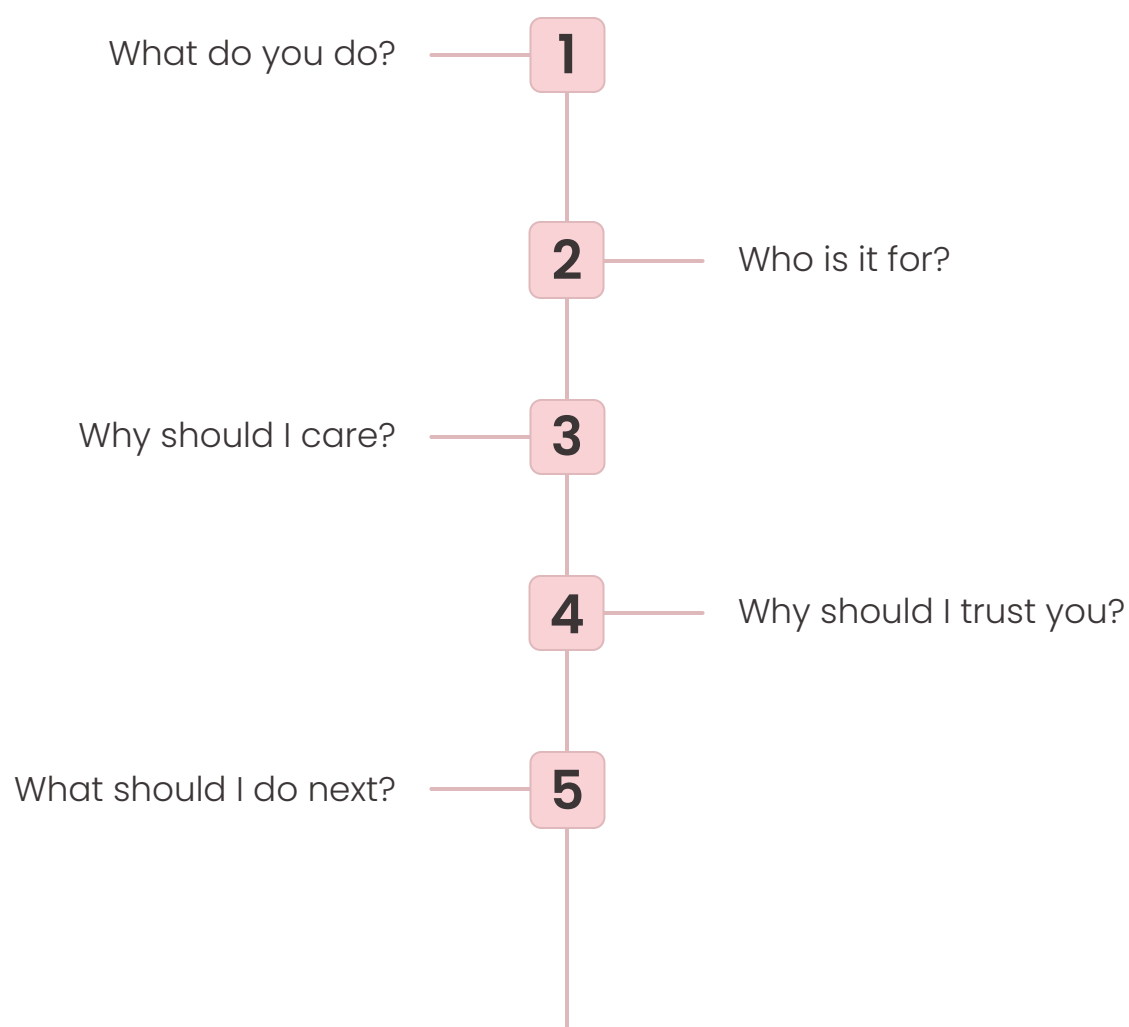
# Writing Website Content That People Actually Read

CHAPTER 4

## Clear beats clever

A lot of website copy sounds polished but says very little. Generic statements about excellence, innovation, or customer focus do not give the user much to work with. Your content should make people think, *these guys get what I need*. Write like a smart human explaining something in real life. Professional, but natural. The best website copy is clear, direct, and easy to scan.

## What users really want to know



Good copy answers those questions quickly. It focuses on **benefits**, not just **features**. It uses specific proof where possible and avoids long walls of empty marketing language.

## AI as a helper, not the final voice

AI can be useful for first drafts, rewrites, or brainstorming headings. Platforms like Oncord and Webflow make content workflows easier too. But AI still needs human judgement. If you publish bland, generic AI copy untouched, your website will sound like it. Use AI to speed up the process, not to replace the strategic thinking, tone, and specificity your customers need.

❑ **Chapter 4 summary:** Strong website copy helps people understand, trust, and act. It should sound like a real human who knows what they are talking about and wants to be useful.

**Need more?:** If your current website copy feels vague, wordy, or too polished to sound real, Fuel can help. We can help rewrite your copy so the customer sees the benefits to them easier (the WIFM - what's in it for me).

# CHAPTER 5:

## Building Trust Fast

CHAPTER 5

## Building Trust Fast

Before someone fills in your call-to-action form or picks up the phone, they need confidence.

They need to believe you are real, capable, and worth contacting. Trust is built through lots of small signals working together, not one giant claim!



Clear contact details in various formats



Relatable testimonials with useful context



Specific claims such as years in business or a clear process



People/faces imagery where appropriate



Consistent branding, design and tone



Visible service depth and proof of capability

## Your about page, process, and proof

A strong about page is not just a life story, it should answer why someone should trust you. A simple process section reduces anxiety by showing what happens next. Testimonials and examples help back up what you say and reduce doubt near the point of decision.

## Technical trust counts too

Slow pages, broken mobile layouts, or clunky forms all damage trust. Even if the user cannot explain why the site feels off, they will feel it. Good UX, clear branding, good design, and performance all work together to make your business feel more legitimate and stand out above your competition.

**Chapter 5 summary:** Trust is built quickly through clarity, proof, consistency, and ease. If people hesitate to contact you, your website may not be doing enough reassurance work.

**Next step:** Fuel can help identify where trust is leaking through your site, whether that is through strategy, workshop planning, or a full custom build.

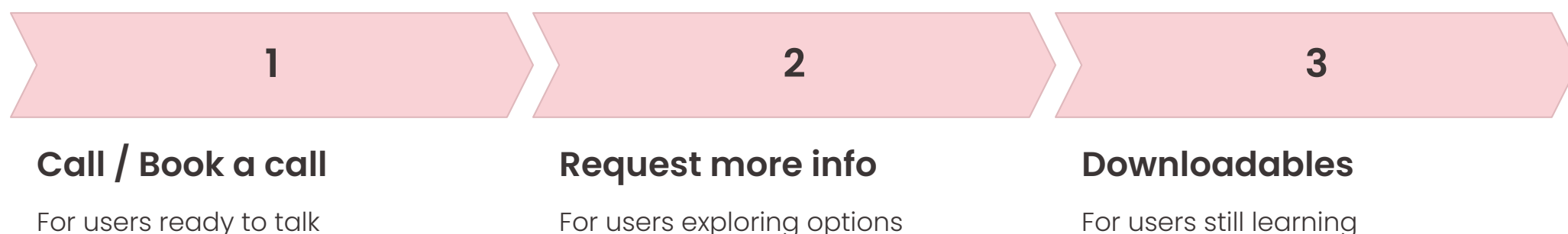
# CHAPTER 6:

# Calls to Action and Enquiry Flows That Actually Work

CHAPTER 6

## Guide the next step

If people do not know what to do next, they usually do nothing. A call to action (CTA) should make the next step obvious and easy. Some websites overdo CTAs. Others barely ask the user to act at all. The best ones match the user's level of readiness.



Those are different actions for different levels of confidence. That is smart UX.

## Forms are part of UX too

A good enquiry flow does not stop at the button, the form matters just as much. Shorter forms generally perform better. Clear labels, good spacing, and a simple flow make it easier for people to complete. You never want that first interaction to feel like a tax return.

But here's a common mistake. In trying to keep things simple, many businesses rely on a basic "Contact Us" form as their main CTA. While it feels easy, it often puts all the thinking back on the user, which can reduce both submissions and lead quality.

A better approach is to keep forms short, but purposeful. Guide the user just enough so they know what to provide, while giving you useful context to respond properly. Small reassurance messages like *No pressure, just a chat* or *We will get back to you within one business day* can also help reduce hesitation. Keep it simple, but not vague.

## Quick wins

- Choose one main CTA per key page
- Improve vague button text (also helps SEO)
- Repeat CTAs where it makes sense, not everywhere
- Simplify your enquiry forms, but keep them targeted (i.e don't use a basic contact form!)
- Make sure the confirmation step tells people what happens next

**Chapter 6 summary:** The best enquiry flows feel smooth from first click to confirmation. Better CTA thinking often leads to better conversion without changing much else.

**Need help?:** If your site gets visitors but not enough enquiries, a Fuel review can help you spot whether the CTA path is the real bottleneck.

# CHAPTER 7:

# Mobile UX and Why So Many Websites Still Get It Wrong

CHAPTER 7

## Mobile UX and Why So Many Websites Still Get It Wrong

A site can technically work on mobile and still be frustrating to use. Mobile-ready means easy to read, easy to tap, easy to navigate, and easy to enquire through. That takes more than just letting the layout collapse down the screen. Mobile users are usually faster, more distracted, and less patient. That means your message, hierarchy, and CTA need to land even sooner.

Also remember, Google primarily ranks your website based on its mobile version. This is known as mobile-first indexing. If your site is slow, hard to use, or missing content on mobile, it can negatively impact both your search rankings and how users engage with your business.

## Common mobile issues

### Problems to fix

- Text that feels too small
- Buttons too close together
- Long, messy sections
- Clunky menus
- Forms that are painful to complete
- Important content buried too far down

### Mobile testing

Open your own website on your phone and go through the key journey from homepage to service page to your targeted enquiry form. If it feels fiddly, your customers will feel that too. And they are less invested in figuring it out than you are.

*"Design for thumbs as well as eyes. Keep decisions simpler, layouts tighter, and the next step obvious."*

📄 **Chapter 7 summary:** Mobile UX is not a nice-to-have. For many businesses it is the first real impression, and a clunky mobile experience quietly costs real enquiries.

**Next step:** Fuel can review your site from a mobile-first UX perspective and help prioritise the changes that will have the biggest impact.

# CHAPTER 8:

# Website Speed, Performance, and Why Fast Feels More Trustworthy

## CHAPTER 8

*"Performance is part of UX, not a separate technical topic."*

## Fast feels better

People notice slow websites even if they never mention **Core Web Vitals** or performance scores. Slow pages create friction, doubt, and impatience. Fast pages feel easier, smoother, and more professional. If content jumps around while loading, buttons lag, or pages feel heavy on mobile, the user experience is worse. That affects trust and conversion.

## What slows sites down

### Oversized images

Large, unoptimised image files and incorrect file formats add significant load time.

### Too many fancy effects or sliders

Visual complexity often comes at a performance cost.

### Bloated templates

Heavy templated 'themes' carry excess code you never use.

### Too many external scripts and widgets

Third-party tools add excess 'requests' and slow everything down.

### Poor mobile optimisation

Desktop-first builds often perform badly on phones if not optimised.

### Too many fonts and font weights

Multiple typefaces and weights add extra file requests.

### Unclean or legacy code

Old, bloated, or poorly written code slows page rendering.

### No caching or CDN

Without caching or a content delivery network, every page load starts from scratch.

### Too many plugins or apps

Each plugin adds overhead, especially on platforms like WordPress.

### Autoplay video or large background videos

Video files are heavy and can significantly delay load times.

### No lazy loading on images

Loading all images at once instead of as the user scrolls (lazy loaded) adds unnecessary weight.

### Render-blocking scripts

JavaScript or CSS files that load before the page content can display, causing a visible delay before anything appears on screen.

Fancy is not always better. A lot of websites get slower because they are trying too hard to impress instead of trying to help.

## Simple performance mindset

You do not need to become a developer to care about speed. Ask whether the page feels quick, whether it becomes usable quickly, whether it stays stable while loading, and whether it feels smooth on mobile. That is enough to know whether performance needs attention.

**Chapter 8 summary:** Fast websites feel more polished and trustworthy. Better performance supports UX, brand perception, SEO and enquiry conversion all at once.

**Next step:** If your website feels heavier than it should, Fuel can help you work out whether the issue is design bloat, platform setup, imagery, or deeper technical weight.

# CHAPTER 9:

# Common UX Mistakes That Quietly Cost You Enquiries

CHAPTER 9

## Small leaks add up

Most bad UX is not dramatic. It is a collection of smaller issues that stack up and quietly cost you business. A weak headline, cluttered navigation, vague proof, an awkward form, a poor mobile layout. On their own they may not seem catastrophic, but together they create drag.

### Content issues

- Trying to say everything at once
- Vague headings
- Long walls of text
- Too much fluff and not enough substance
- Talking about how great your business is, rather than the 'WIFM'

### Navigation & structure issues

- Weak or missing CTAs
- Navigation that makes sense internally but not to customers
- Important information buried too deep
- not using the "little, little more, a lot" content approach

### Trust & design issues

- No real proof
- Forms that feel like hard work
- Awkward mobile tapping
- Design that looks nice but does not guide the eye
- too much distracting movement

## Spotting your own blind spots

You are too close to your own website, which makes weak spots hard to see. The more useful question is not "*Does this make sense to me*", it is "*Would this make sense to someone seeing it for the first time*". That small shift reveals a lot.

📄 **Chapter 9 summary** : Poor UX is often the result of many little issues stacking up. Fixing those leaks can dramatically improve how the site feels and performs.

**Next step:** A free Fuel audit is often useful here because an outside expert can see the friction points you have gone blind to.

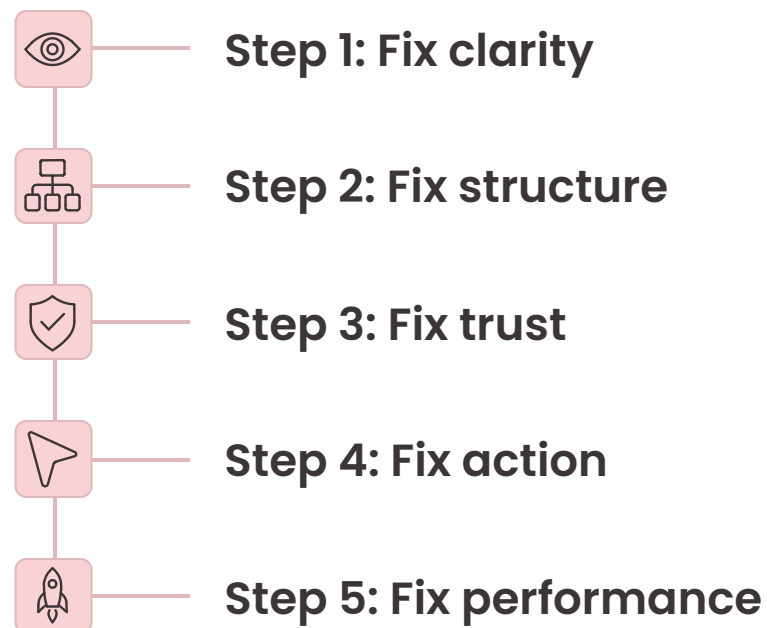
# CHAPTER 10:

## A Practical UX Improvement Plan

CHAPTER 10

### Do not fix everything at once


When you start noticing UX problems, it is easy to feel like the whole site needs burning down. Sometimes a rebuild is the right answer, but often the smarter move is to improve in the right order.



That order matches the way users experience your site. Understand first. Navigate next. Trust. Act. Then make it all feel smooth. Focus on high-leverage pages first: the homepage, top navigation, key service pages, your contact or enquiry form, and the mobile version of all of the above. Fix what leaks before you worry about low-impact design details.

### A practical checklist

- Are the essential homepage messages clear in under five seconds?
- Is the navigation simple and familiar?
- Does each key page have one clear purpose?
- Are headings specific and useful?
- Is there proof near decision points?
- Is the next step obvious?
- Is the form easy to complete, but still targeted to their needs?
- Does the site feel smooth on mobile?
- Does the site feel quick and stable?
- Would a first-time visitor trust this business?

 **Chapter 10 summary:** UX improvements work best when they are prioritised properly. Start with the biggest leaks on the pages that matter most.

**Next step:** If you want help creating a sane order of attack, Fuel can help you identify the highest-value fixes before you waste time polishing the wrong things.

# CHAPTER 11:

# When to DIY and When to Get Professional Help

CHAPTER 11

## When to DIY and When to Get Professional Help

Plenty of Kiwi business owners are practical and happy to get stuck in. That can be a very good thing. DIY can make sense if your website is simple, your budget is tight, and you have the time to learn and apply what good UX actually involves. The hidden cost of DIY is usually time, second-guessing, rework, and opportunity cost. Many business owners do not factor that in until they are weeks deep into the project.

### When expert help usually makes more sense

- Your website is a major sales tool
- You have multiple services or audiences
- You are short on time
- You want a more polished, strategic result
- You keep second-guessing every decision
- Your current site is underperforming
- You want design, UX, copy, and performance all working together

### Where Fuel fits in

Our **Website Design Workshop** exists for businesses that want to understand website planning and UX better before building. Our custom **done-for-you custom website service** exists for businesses that would rather work with specialists and shortcut the learning curve. Both paths are valid.

📄 **Chapter 11 summary :** DIY can work well for simpler websites and hands-on owners. Professional help makes more sense when the site is commercially important, underperforming, or becoming too complex to wing. **Next step :** Not sure which path is right? A quick conversation with Fuel can often save a lot of time and head scratching.

# CHAPTER 12:

## How Better UX Leads to Better Enquiries

CHAPTER 12

### How Better UX Leads to both more leads with higher quality Enquiries

*"The strongest websites combine clarity, confidence, ease, and momentum."*

A website is not just an online brochure. It should make your offering clearer, build trust faster, make the next step easier, and turn more of the *right* visitors into real enquiries. That is the real value of good UX.

Better UX reduces friction at every stage, less confusion, less hesitation, less unnecessary effort. When those barriers are removed, more people take action. But it is not just about getting *more* enquiries. It's about getting *better* enquiries.

When your website clearly communicates who you are, what you do, and who you are best suited for, the right people recognise themselves in your messaging. They understand your value faster, feel more confident in your business, and are far more likely to reach out with genuine intent.

At the same time, the wrong-fit enquiries naturally drop away, and that is also an advantage. You spend less time chasing poor leads, and more time working with customers who are aligned with your services, your pricing, and your way of working. This is where great UX quietly transforms a business.

It improves conversion rates, strengthens brand perception, and streamlines your sales process, all without needing more traffic or bigger marketing budgets. In many cases, the difference between a website that "looks good" and one that performs well comes down to how well the user experience has been thought through. Ideally we want both a good looking website with good UX! Because at the end of the day, people do not enquire because a website is just pretty. They enquire because it feels clear, trustworthy, and easy to take the next step.

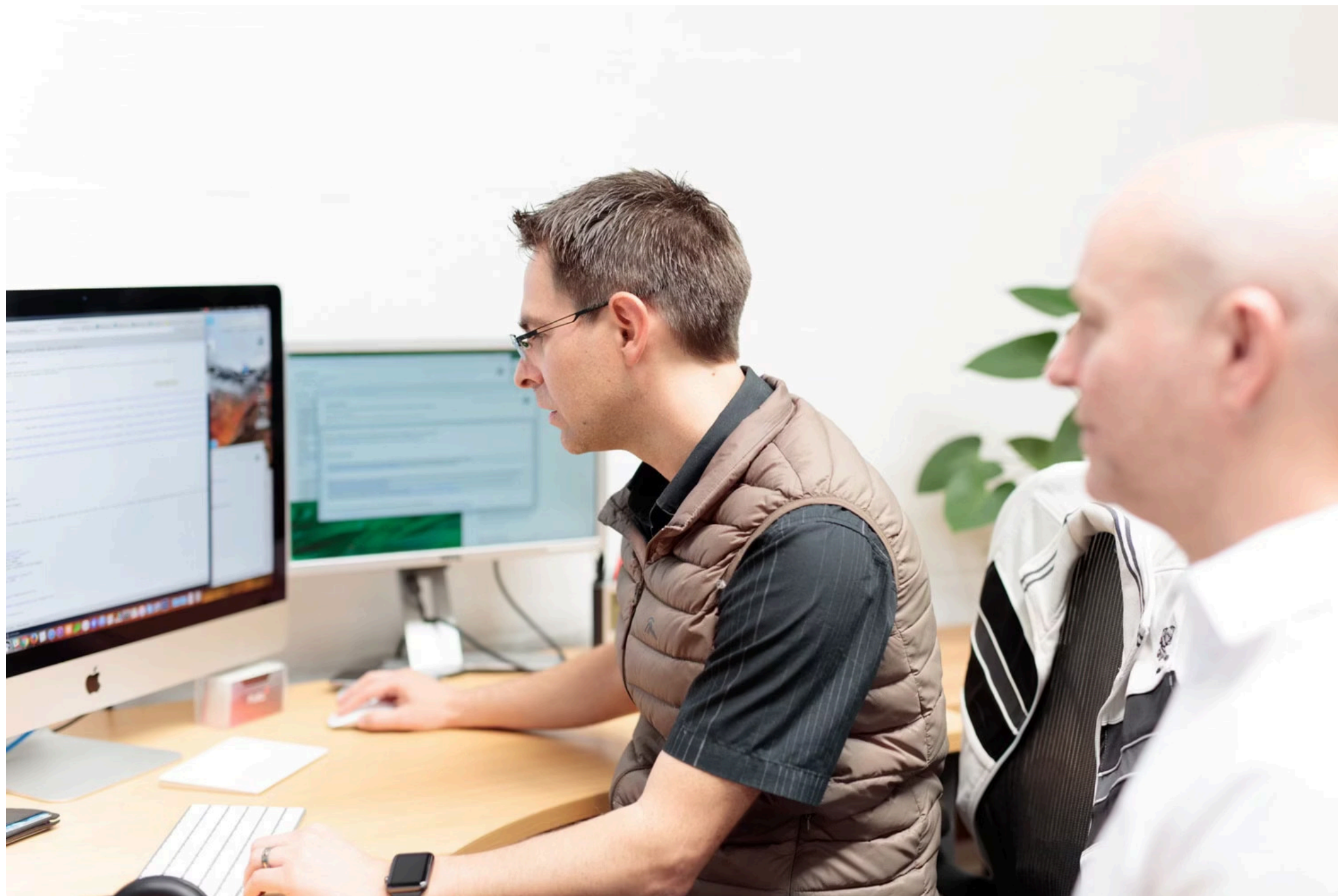
# Overview

## FULL UX SUMMARY

Across this guide, we have looked at how strong website UX helps businesses communicate more clearly, structure pages more effectively, write content people actually read, build trust faster, create stronger calls to action, improve mobile usability, reduce performance issues, spot common mistakes, and create a sensible plan for improvement.

The big takeaway is simple. A better website experience usually leads to better business outcomes. Not because UX is trendy, but because when your website is clearer, easier, and more trustworthy, more of the right people are likely to take action.

***"A good website makes it easier for the right people to understand you, trust you, and enquire."***



# Conclusion

## CONCLUSION

If this guide has helped you realise your website could be doing more, there are three practical ways Fuel can also help.

### Join the Website Design Workshop

If you want a practical way to learn how to actually plan a real working website properly and make stronger UX decisions yourself.

[Web Workshop](#)

### Request a website audit review

Want an expert eye on your site, we can identify exactly where trust, clarity, mobile UX, and enquiry flows may be letting you down.

[Website Audit](#)

### Talk to Fuel about a custom website

If you would rather work with specialists who live and breathe strategy, UX, design, performance, and results.

[Get in Touch](#)

*"My hope with this guide is that it has given you a clearer understanding of what good website UX actually looks like and why it matters more than most people realise. If it helps you improve your own website, fantastic, and if it helps you realise you would rather get some expert support, that is what Fuel is here for too. Good luck"*

Cheers,

**Jason Carr**

**Director, Fuel Design Ltd** - Since 2002

[www.fueldesign.co.nz](http://www.fueldesign.co.nz)

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