

# From Website to Revenue: Turning Clicks into Customers

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# Who am I?

- Creative Principal of Dockside Media
- Writer of *The Ham'er*, a weekly email about Framingham politics & *The Marketing Mixtape*, a weekly newsletter about marketing thru a musical lens
- Managed online communications for the Office of the Governor
- Ghostwriter and marketing strategist



# The Big Misconception

## Your Website Isn't a Brochure— It's a Journey

- **Most business owners think:** "If I have a nice-looking website with all my info, customers will find me and buy."
- **The reality:** Nobody goes from stranger → buyer in one click.
- **Your website's real job:** Guide people through the journey from "Who are you?" to "Take my money."



# The Customer Journey Map

## The 5 Stages Every Customer Goes Through

- **Stage 1: AWARENESS** — "Who are you?"
- **Stage 2: INTEREST** — "Can you help me?"
- **Stage 3: CONSIDERATION** — "Why you vs. others?"
- **Stage 4: INTENT** — "I'm almost ready..."
- **Stage 5: ACTION** — "Let's do this."

Most websites fail at Stage 2 & 3.



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# Stage 1 - Awareness

## “Who are You?” – The 5 Second Test

**What they're thinking:** "I just landed here. What do you do?"

**Your job:** Answer in 5 seconds or they bounce.

### The messaging fix:

"Award-Winning Full-Service Marketing Agency"

"We Help Local Businesses Get More Customers Without Wasting Money on Ads"

### For different business types:

- **E-commerce:** "Handmade Leather Bags That Last 20+ Years"
- **Restaurant:** "Farm-to-Table Breakfast in Framingham (Yes, We Take Reservations)"
- **Nonprofit:** "We Tutor 200 Framingham Kids For Free"

# Awareness Question

Look at your website. Ask yourself:

Can someone immediately tell what you do, who it's for, and what problem you solve?

# Stage 2 - Interest

## "Can You Help Me?" — Building Trust Fast

**What they're thinking:** "Okay, I get what you do. But can I trust you?"

**The friction point:** They don't know you yet. Why should they believe you?

### The messaging fix — The "Proof Stack":

**1. Specificity = Credibility**

"We've worked with 47 MetroWest manufacturers"

**2. Social Proof**

"Join 200+ local businesses who trust us"

**3. Real Results**

"Our average client sees results in 30 days"

# Stage 3 - Consideration

## “Why You vs. Others?” – Handling the Comparison

**What they're thinking:** "I'm comparing you to 3 other options right now."

**The friction point:** They're Googling your competitors. If you don't differentiate, price becomes the only factor.



# Stage 3 - Consideration

## The messaging fix – Answer the unspoken questions:

### For Service Businesses:

- What's your process?
- How long does it take?
- What does it cost (ballpark)?

### For E-commerce:

- Why is this worth the price?
- What makes it different?
- What if it's not right for me? (return policy)

### For Brick-and-Mortar:

- Why should I drive to you vs ordering online?
- What's the experience like?

### For Non-profits:

- Where does my money actually go?
- How do I know it makes a difference?

# Stage 4 - Intent

## ”I’m Almost Ready...” – Removing Friction

**What they're thinking:** "Okay, I'm interested. But what's the next step? And is it going to be a hassle?"

**The friction point:** Uncertainty kills conversions.



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# Stage 4 - Intent

## The messaging fix — The "Commitment Ladder"

Don't ask for marriage on the first date.

### **High commitment (scary):**

- "Schedule a consultation"
- "Request a quote"
- "Donate now"

### **Low commitment (easy):**

- "Take the 2-minute quiz"
- "Download the pricing guide"
- "See what \$25 can do"

# The CTA Strategy by Business Type

## What “Next Step” Should You Offer?

### **E-commerce:**

- High: "Add to Cart"
- Low: "See Size Guide" or "Read Reviews"

### **Service Business:**

- High: "Book a Free Consultation"
- Low: "Download Our Process Guide" or "Take the Quiz"

### **Brick-and-Mortar:**

- High: "Reserve Your Table"
- Low: "See This Week's Menu" or "View Photos"

### **Nonprofit:**

- High: "Donate \$50"
- Low: "See Where Your Money Goes" or "Read Impact Report"

# Putting It All Together

**Your  
Website  
is a  
System,  
Not a  
Page**

**The complete journey:**

**Stage 1 (Awareness)** → Clear headline that passes the 5-second test



**Stage 2 (Interest)** → Proof stack builds trust



**Stage 3 (Consideration)** → Answer objections, show process



**Stage 4 (Intent)** → Offer low-commitment next step, capture email



**Stage 5 (Action)** → Remove friction, make it easy

# The Audit You Need to Do Today

## Where Are You Losing People?

Walk through your own site and ask:

### Stage 1 (Homepage):

- Can someone tell what I do in 5 seconds?

### Stage 2 (About/Services):

- Do I have specific proof points and numbers?

### Stage 3 (Service/Product pages):

- Do I answer: Why me? What's the process? How long? Ballpark price?

### Stage 4 (Every page):

- Do I offer BOTH a high and low-commitment next step?

### Stage 5 (Contact/Checkout):

- Is it stupid-easy? Do I tell them what happens next?

# Questions?

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