

FREE GUIDE

The Small Business Digital Growth Kit

A practical, no-jargon guide to getting more customers online — in 30 days.

Website audit

Landing pages

Google Business

Instagram

Meta Ads

AI tools

30-day plan

Thejas

Digital with Thejas

About this kit

You run a small business — a clinic, a salon, a store, a restaurant, a coaching centre, a service company. You know your customers are online. You have probably tried a website, an Instagram page, maybe even ads. But none of it is reliably bringing in customers.

This kit fixes that. It is not a marketing textbook. It is the exact playbook I use with my own clients, written in plain language, with Indian price points and WhatsApp-first tactics that work for local businesses.

How to use this kit

- **Read in order the first time.** The chapters build on each other: fix conversion first (Ch. 1–3), then free visibility (Ch. 4–5), then paid traffic (Ch. 6).
- **Every chapter ends with a “Do this today” box.** If you only do those ten things, you will be ahead of most of your competitors.
- **Chapter 9 is your calendar.** The 30-day plan tells you exactly what to do each week — pin it up next to your desk.
- **The bonus section is for later.** 25 quick tips and tricks to come back to whenever you have a spare ten minutes.

Three promises

- ✓ **No jargon.** If a term matters, it is explained in one line.
- ✓ **No fluff.** Everything here is something you can act on this week.
- ✓ **No dependence.** You can do all of this yourself. And if you would rather spend that time running your business — the last chapter tells you how I can help.

TIP

Grab a pen. Chapter 2 has a 10-point scorecard for your website — you will want to fill it in as you read.

Contents

1. Is your website actually converting?	4
2. The 10-point website audit checklist	5
3. Landing page structure that converts	6
4. Google Business Profile: your free #1 salesperson	7
5. Instagram → website → customer	8
6. Your first Meta Ads funnel, explained simply	9
7. Free AI tools that save you 5+ hours a week	10
8. The 7 mistakes almost every small business makes	11
9. Your 30-day digital growth plan	12
Bonus: 25 quick tips & tricks	13
10. What to do next	15

Is your website actually converting?

Most small business websites are **online brochures**: they describe the business, list services, and end with a contact page nobody visits.

A converting website is different. It has **one job**: turn a visitor into an enquiry — a call, a WhatsApp message, a form fill, a booking.

The 5-second test

Open your website on your phone. Within five seconds, can a stranger answer these three questions?

1. **What do you do?**
2. **Who is it for?**
3. **What should I do next?** (call, WhatsApp, book)

If any answer is “not sure”, you are losing customers every single day — not because your business is bad, but because your website is not doing its one job.

The maths that matters

If 100 people visit your site and 1 enquires, that is a 1% conversion rate. Fixing your homepage to convert at 3% **triples your enquiries with zero extra ad spend**. Improving conversion is almost always cheaper than buying more traffic.

DO THIS TODAY

Run the 5-second test with someone who does not know your business. Note where they hesitate.

CHAPTER 2

The 10-point website audit checklist

Score your website honestly. One point per “yes”.

#	Check	Yes / No
1	Loads in under 3 seconds on mobile data	
2	The headline says what you do + who it is for (not “Welcome to our website”)	
3	A visible Call / WhatsApp button without scrolling (on mobile)	
4	Real photos of your business or work — not only stock images	
5	Customer reviews or testimonials visible	
6	Prices, or at least starting prices (“starts at ₹___”)	
7	Your location and hours are easy to find	
8	Works properly on mobile (no pinching or sideways scrolling)	
9	Every page ends with a clear next step (CTA)	
10	You can see how many people visited last month (analytics installed)	

Your score

Score	What it means
8–10	Solid foundation — focus on traffic (Chapters 4–6).
5–7	You are leaking enquiries. Fix the gaps before spending a rupee on ads.
0–4	Your website is costing you customers. Fixing it is priority #1.

DO THIS TODAY

Score your site now. Circle your three lowest-scoring items — that is your fix list.

Landing page structure that converts

When you run ads or promotions, do not send people to your homepage — send them to a **landing page**: one page, one offer, one action.

The 7-block structure (top to bottom)

1. **Headline** — The outcome, not your name. “Pain-free dental implants in Mangalore” beats “Welcome to Smile Dental Clinic”.
2. **Subheadline** — One line handling the biggest doubt: price, time, or trust.
3. **Primary CTA button** — “WhatsApp us now” / “Book a free consultation”. Visible without scrolling.
4. **Proof** — Two or three short reviews with names and photos, star ratings, before/after, client logos.
5. **What you get** — Three to five bullet points of benefits (what changes for them), not features.
6. **Objection handling** — A short FAQ: cost, duration, “what if it does not work for me?”
7. **Final CTA** — Repeat the button. Many people decide at the bottom of the page.

Rules that make or break it

- **One page = one action.** No menus, no links leading away, no “also check out our other services”.
- **WhatsApp beats forms in India.** A wa.me link with a pre-filled message (“Hi, I saw your ad about ___”) converts far better than a 6-field form.
- **Match the ad.** If the ad promises “20% off first visit”, the landing page headline must say exactly that.

DO THIS TODAY

Sketch your next offer using the 7 blocks — on paper is fine. The structure matters more than the design.

Google Business Profile: your free #1 salesperson

When someone searches “dentist near me” or “best bakery in [your area]”, Google shows the **map pack** — three local businesses — before any website. Getting there is free.

The 30-minute setup checklist

- Claim and verify your profile at **business.google.com**
- Exact business name — no keyword stuffing (Google penalises “Sharma Bakery Best Cakes Mangalore”)
- Correct category (primary + secondary), address, hours, phone
- 10+ real photos: storefront, interior, team, products or work. Add 2–3 new ones monthly.
- Fill the **services / products** section completely, with prices where possible
- Write a description using the words customers actually search for

The review engine (this is 80% of the result)

1. Get your review link: Google Business dashboard → “Ask for reviews”.
2. Send it on WhatsApp to every happy customer, same day: *“Thank you for visiting! If you were happy with the service, a Google review would mean a lot: [link]”*
3. **Reply to every review** — good and bad. Replies signal an active business to both Google and future customers.
4. Target: **2–4 new reviews per week**. Consistency beats bursts.

A strong, active Google Business Profile — fresh reviews, photos, and replies — can be a major advantage in local search. And it costs nothing but consistency.

DO THIS TODAY

Send your review link to your five happiest recent customers.

Instagram → website → customer

Followers do not pay bills. The goal of Instagram is not going viral — it is moving people from your posts to a conversation or a page where they can buy.

Post / Reel → Profile visit → Link click or DM → Enquiry

Fix your profile first (2 minutes)

- **Bio line 1:** what you do + for whom + where. "Bridal makeup artist | Udupi & Mangalore"
- **Bio line 2:** the offer. "DM 'BRIDAL' for packages" or "Free consultation ↓"
- **Link:** your landing page or WhatsApp link — never just your homepage

Content that converts: the 4:1 rule

For every four value posts (tips, behind-the-scenes, results, customer stories), one direct offer post. Accounts that only sell get muted; accounts that only entertain never sell.

Three converting post types for any business

1. **Result post:** before/after or outcome + one-line story + "Want this? DM us."
2. **Proof post:** screenshot of a customer's thank-you message (ask permission) + what you did for them.
3. **Offer post:** clear offer, deadline, single action ("DM 'OFFER' / click the link in bio").

Use DM keywords: "Comment or DM 'PRICE' and I will send the details" — it lowers the barrier and starts a private sales conversation where deals actually close.

DO THIS TODAY

Rewrite your bio with the 3-line formula and swap the link to a page with one clear action.

Your first Meta Ads funnel, explained simply

Meta ads (Facebook + Instagram) are the fastest way for a local business to get in front of exactly the right people. Most businesses waste money on them by skipping the funnel.

Ad (offer + proof) → Landing page / WhatsApp → Enquiry → Sale

Before spending anything

- Have a real offer (Chapter 3's landing page, or a WhatsApp number ready to respond)
- Install the Meta Pixel on your website (a developer can do this in 15 minutes)
- Decide the one action you are buying: WhatsApp messages? Calls? Form fills?

A sane starter setup

Setting	What to do
Objective	"Leads" or "Engagement → Messaging apps" (WhatsApp) for local services
Budget	₹300–₹500/day for 7–10 days. Do not judge anything before ~₹3,000 spent.
Audience	Your city + 10–15 km radius. Keep interests broad initially — the creative does the targeting.
Creative	2–3 variations. Real photos/videos of your work beat stock images. A 20-second phone video of you explaining the offer often beats everything.
Copy formula	Problem → your offer → proof (reviews/results) → clear CTA ("Message us on WhatsApp").

What good looks like

Cost per enquiry varies widely by industry, city, and offer — so judge results against what a customer is worth to *you*. If a new customer brings in ₹2,000+ and an enquiry costs a small fraction of that, the ads are paying for themselves.

The #1 reason local ads fail: slow replies. The faster you respond, the more likely an enquiry becomes a customer — aim to answer within minutes, not hours. Set up quick replies before you launch.

DO THIS TODAY

Write your offer in one sentence: "We help [who] get [result] — [offer]." That sentence is 80% of your future ad.

CHAPTER 7

Free AI tools that save you 5+ hours a week

You do not need to hire a content team. Used well, free AI tools handle the repetitive work.

Task	Tool (free tier)	How to use it
Captions, ad copy, replies	ChatGPT / Claude / Gemini	Give it your business details + the prompts below
Post & poster design	Canva	Templates + brand kit; resize one design for all platforms
Short video editing	CapCut	Auto-captions for Reels (most people watch muted)
Scheduling posts	Meta Business Suite	Free; schedule a week of FB + IG posts in one sitting
Review replies	Any AI chat	Paste the review, ask for a warm 2-line reply in your tone

Three copy-paste prompts

Prompt 1

"I run a [type of business] in [city]. My customers are [describe them]. Write 10 Instagram post ideas that give useful tips and 2 that promote my [offer]. Keep the language simple and local."

Prompt 2

"Here is a customer review: [paste]. Write a warm, professional 2-line reply thanking them, in a friendly Indian business tone."

Prompt 3

"Write 3 versions of a Facebook ad for [offer] targeting [audience] in [city]. Structure: problem, offer, proof, WhatsApp CTA. Under 60 words each."

The rule: AI writes the draft, **you** add the local detail, the real photo, and your voice. Generic AI content is easy to spot and easy to ignore.

DO THIS TODAY

Use Prompt 1 and schedule your first week of posts in Meta Business Suite.

The 7 mistakes almost every small business makes

1. **Building a website and waiting.** A website without traffic and a conversion goal is a business card in a drawer.
2. **Boosting posts instead of running ads.** The “Boost” button optimises for likes, not customers. Use Ads Manager with a Leads/Messages objective.
3. **Being everywhere, consistently nowhere.** One platform done weekly beats five platforms abandoned by March. For most local businesses: Google Business Profile + Instagram.
4. **No prices anywhere.** “DM for price” filters out serious buyers who do not want a negotiation. Even “starting at ₹___” builds trust.
5. **Ignoring reviews.** Most customers check reviews before choosing a business. Not asking for them — and not replying to bad ones — is leaving money on the table.
6. **Judging ads after 2 days and ₹500.** Ads need about ₹2,000–₹3,000 and a week of data before any real decision.
7. **No follow-up.** Most enquiries do not buy on day one. A simple follow-up after 2–3 days (“Hi! Did you have any questions about ___?”) can win back a surprising number of ‘lost’ leads.

DO THIS TODAY

Pick the one mistake that stung the most while reading. Fix that first.

Your 30-day digital growth plan

Week 1 — Foundation

- **Day 1–2:** Run the 10-point audit (Ch. 2). List your top 3 fixes.
- **Day 3–4:** Fix your website / landing page CTA — WhatsApp button, clear headline.
- **Day 5:** Set up / clean up Google Business Profile (Ch. 4).
- **Day 6–7:** Rewrite Instagram bio; ask 5 customers for reviews.

Week 2 — Content engine

- **Day 8:** Generate a month of post ideas with AI (Ch. 7).
- **Day 9–10:** Batch-create 8 posts in Canva; schedule 2/week in Meta Business Suite.
- **Day 11–14:** Post; reply to every comment and DM the same day. Keep asking for reviews (2–4/week from now on — forever).

Week 3 — First campaign

- **Day 15–16:** Build one landing page with the 7-block structure (Ch. 3), or set up a WhatsApp link with quick replies.
- **Day 17:** Set up your Meta ad — Messages objective, ₹300–₹500/day (Ch. 6).
- **Day 18–21:** Launch. Reply to every lead within 15 minutes. Do not touch the ad settings yet.

Week 4 — Measure and double down

- **Day 22–25:** Check: ad spend vs. conversations vs. customers. Kill the weakest creative, keep the winner.
- **Day 26–28:** Follow up with every lead who did not buy.
- **Day 29–30:** Review the month: where did customers actually come from? Do more of that in month 2.

THE ONLY 4 NUMBERS TO TRACK WEEKLY

Website visitors • Enquiries (calls + WhatsApp + DMs) • New reviews • Customers won

BONUS

25 quick tips & tricks

Quick wins you can apply in minutes. Come back to this section whenever you have a spare ten minutes.

WEBSITE

- 01** Put your WhatsApp button in a fixed corner so it follows the visitor as they scroll.
- 02** Compress every image before uploading (tinypng.com) — the #1 cause of slow sites.
- 03** Rename your contact page button from “Contact” to “Get a free quote” — same page, more clicks.
- 04** Add your city name to your page title (e.g. “Physiotherapy Clinic in Udupi”). It is the cheapest SEO win there is.
- 05** Show a real face — pages with a photo of the owner or team convert better than logo-only pages.

GOOGLE & REVIEWS

- 06** Print a QR code that opens your Google review link and place it at your billing counter. Ask at the moment of payment — happiness is highest right then.
- 07** Reply to a bad review in two lines: apologise, take it offline (“please WhatsApp us at...”). Future customers judge you by the reply, not the review.
- 08** Post a Google Business “update” weekly — an offer, a photo, a tip. Almost no competitor does this.
- 09** Add questions and answers to your own Google profile (yes, you can) — answer the ones customers always ask.

INSTAGRAM & CONTENT

- 10** Batch-shoot content once a week: 30 minutes of phone photos/videos gives you material for 7 days.
- 11** Reels with captions burned in get watched to the end — most people scroll with sound off.
- 12** Pin your 3 best posts: one result, one review, one offer. Your profile becomes a landing page.
- 13** Reply to every DM with a question, not just an answer — questions keep the conversation (and the sale) alive.
- 14** Post customer stories and tag them — their friends and family see it, and that audience already trusts them.

WHATSAPP & SALES

- 15** Use WhatsApp Business (free): set a greeting message, away message, and quick replies for your 5 most common questions.
- 16** Save every enquiry as a contact with a label ("Lead — June"). Broadcast lists only reach saved contacts.
- 17** Never end a reply with a full stop — end with a question or a next step: "Would tomorrow 4pm or 6pm suit you?"
- 18** A voice note feels personal and takes 20 seconds — use it for quotes and follow-ups where typing feels cold.

META ADS

- 19** Run ads Thursday–Sunday for consumer offers — that is when buying decisions happen for most local businesses.
- 20** Exclude your existing customers' area only if you are chasing new neighbourhoods; otherwise let the algorithm learn from your best zone.
- 21** Screenshot your best-performing organic post — it has already proven the message. Turn exactly that into your next ad.
- 22** One change at a time: never edit budget, audience, and creative together, or you will not know what worked.

AI & PRODUCTIVITY

- 23** Keep one "business brief" note (what you do, for whom, tone, offers) and paste it at the start of every AI chat — the output improves instantly.
- 24** Ask AI to write in your language mix ("Kannada + English, casual") — local voice outperforms polished English for local audiences.
- 25** End each week by asking AI: "Here is what I posted and what happened [paste]. What should I do more of next week?"

What to do next

You now have more clarity than most small businesses ever get. But knowing the plan and executing it alongside running your actual business are two different things.

That is where I come in.

GET A FREE WEBSITE & MARKETING AUDIT

I will personally review your website, Google profile, and social presence — and send you a short, honest report with the **3 highest-impact fixes for your business**. No generic checklist. No obligation. If you can do the fixes yourself, great — the audit is yours to keep.

Book your free audit: digitalwiththejas.online/audit

Prefer to chat? WhatsApp +91 80892 77536 • contact@digitalwiththejas.online •
[@digitalwith_thejas](https://www.instagram.com/digitalwith_thejas)

ABOUT THEJAS

I help small businesses and service businesses improve their online presence through websites, landing pages, Meta Ads and practical AI solutions. This kit is the playbook I use in that work — shared free, because a business that understands its own marketing is a better client and a stronger business.

— Thejas, *Digital with Thejas*

Know a business owner who needs this?

Share this guide with them — forward the PDF,
or send them to digitalwiththejas.online.

SHARE THE GUIDE

*If you found this useful, I'd love to help another business owner
get their digital presence right.*

Digital with Thejas

Websites • Landing pages • Meta Ads • Growth partnerships

Free audit: digitalwiththejas.online/audit