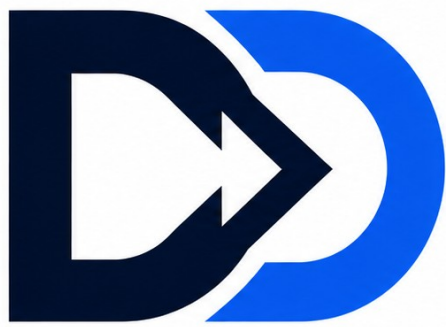




DDEV

— ENGINEERING GROWTH
THROUGH DESIGN, SOFTWARE & AI

90-Day Website Growth Guide

A practical roadmap for turning your website into a predictable lead-generation system through SEO, user experience, conversion optimisation and growth strategy.

Best for	Small & growing businesses
Format	10-minute read
Framework	Attract → Engage → Convert → Nurture → Optimise

How to Use This Guide

Your website should do more than look professional. It should attract the right visitors, explain your value quickly, build trust, convert visitors into enquiries, support follow-up, and generate measurable data that tells you what to improve next.

Phase 1 — Foundation: Days 1–30 **Phase 2 — Growth:** Days 31–60 **Phase 3 — Optimisation:** Days 61–90

PHASE 1 — FOUNDATION | DAYS 1–30

Build the fundamentals before investing heavily in traffic acquisition.

Week 1 — Establish Your Baseline

1. Define your primary business goal

Choose the most important website outcome: consultation bookings, enquiries, calls, WhatsApp conversations, purchases, demo requests or quote requests.

2. Define your ideal customer

Document who they are, their biggest problem, desired outcome, objections, search behaviour and buying criteria.

3. Establish your baseline metrics

Record website sessions, organic traffic, leads, conversion rate, form submissions, calls, bookings, top landing pages and search performance.

4. Set up measurement

Configure analytics, Search Console, conversion tracking, contact-form tracking and relevant CTA, phone or WhatsApp click tracking.

Week 2 — Fix Your Website Fundamentals

5. Clarify your homepage message

Make it immediately clear what you do, who you help, why you are different and what the visitor should do next.

6. Strengthen your value proposition

Communicate the business outcome rather than simply describing the service.

7. Review your navigation

Keep navigation simple and ensure important pages can be reached within a few clicks.

8. Review your service pages

Explain the service, audience, problem, process, inclusions, proof, outcomes and next action.

Week 3 — Build Your SEO Foundation

9. Map your core keywords

Create a keyword map connecting important pages with their primary topic and search intent.

10. Optimise page titles

Give every important page a unique, descriptive title aligned with the page's intent.

11. Improve meta descriptions

Write useful search-result copy that communicates relevance and encourages qualified clicks.

12. Improve headings

Use a logical H1 → H2 → H3 hierarchy and make the primary subject of each page clear.

13. Improve internal linking

Connect related service, industry, portfolio and resource pages so users and search engines can understand site relationships.

Week 4 — Build Trust

14. Add proof

Use legitimate client logos, testimonials, case studies, project screenshots, outcomes, certifications or relevant experience.

15. Strengthen case studies

Structure projects around Challenge → Solution → Technology → Outcome, using measurable results where genuine data exists.

16. Improve your About page

Explain who you are, how you work, what you believe, who is on the team and why clients choose you.

PHASE 2 — GROWTH | DAYS 31–60

Increase qualified traffic and improve the percentage of visitors who become opportunities.

Week 5 — Build Your Content Engine

17. Create content around customer problems

Prioritise questions and problems your potential customers actually face.

18. Create commercial content

Develop cost guides, comparisons, checklists, industry guides, mistake articles, case studies and FAQs that can influence buying decisions.

19. Build topic clusters

Create a main topic with supporting pages and link the cluster together rather than publishing unrelated articles.

Week 6 — Local & Authority Growth

20. Optimise your Google Business Profile

For eligible local businesses, maintain accurate categories, services, photos, contact information and genuine reviews.

21. Build legitimate citations

Keep important business information consistent across relevant, trustworthy platforms.

22. Develop partnerships

Build mutually valuable referral relationships with complementary businesses and professional networks.

23. Create stronger portfolio pages

Explain the client problem, approach, solution, technology and outcome instead of only displaying screenshots.

Week 7 — Conversion Optimisation

24. Audit every CTA

Make the next action obvious with focused CTAs such as Book a Consultation, Request a Quote or Start a Project.

25. Reduce contact-form friction

Only request information needed for the first interaction.

26. Improve your contact experience

Confirm submissions, explain next steps, set realistic response expectations and provide alternatives where appropriate.

27. Improve mobile conversion

Test CTA visibility, button size, forms, navigation, page speed, typography, image scaling and mobile usability.

Week 8 — Experiment

28. Establish a testing backlog

List potential improvements such as headlines, CTAs, forms, proof placement, pricing presentation and page structure.

29. Prioritise experiments

Use $\text{Impact} \times \text{Confidence} \div \text{Effort}$ to identify high-value experiments.

30. Avoid changing everything simultaneously

Make controlled changes so you can understand what caused an improvement or decline.

PHASE 3 — OPTIMISATION | DAYS 61–90

Turn individual improvements into a repeatable growth operating system.

Week 9 — Analyse What Worked

31. Review your traffic

Compare Day 1, Day 30, Day 60 and Day 90 performance across organic, referral, direct and other relevant channels.

32. Review your conversion funnel

Measure Visitor → Engaged Visitor → CTA Click → Enquiry → Qualified Lead → Customer.

33. Identify your highest-performing pages

Find pages generating the most valuable traffic, engagement and qualified enquiries, then improve them further.

Week 10 — SEO Expansion

34. Expand successful topics

If a topic performs well, create related pages that address adjacent questions and commercial intents.

35. Refresh underperforming content

Review search intent, outdated information, missing topics, internal links, titles, headings, images and CTAs.

36. Use actual search data

Use Search Console to identify high-impression/low-CTR queries and queries where pages are close to page one.

Week 11 — Build the Lead Pipeline

37. Define lead qualification

Identify what makes a lead valuable based on fit, requirement, budget, timeline and decision-making authority.

38. Create a follow-up process

Define New Enquiry → First Response → Discovery → Proposal → Follow-up → Closed/Lost.

39. Connect your website to your workflow

Where appropriate, connect enquiries with CRM, email, calendar, WhatsApp, project management and notification systems.

Week 12 — Build the Next 90 Days

40. Identify your winning channels

Determine which channels produce qualified business rather than simply traffic.

41. Create your next-quarter roadmap

Separate work into Must Do, Should Do, Could Do and Don't Do Yet based on business impact.

42. Establish a monthly growth rhythm

Review leads and analytics weekly; review SEO, content and conversion performance monthly; audit strategy and set a new roadmap quarterly.

90-Day Growth Scorecard

Use this table to compare your performance against the Day 1 baseline. The most important measure is not traffic alone—it is qualified business generated by the website.

Metric	Day 1	Day 30	Day 60	Day 90
Website sessions	—	—	—	—
Organic sessions	—	—	—	—
Qualified leads	—	—	—	—
Conversion rate	—	—	—	—
Contact enquiries	—	—	—	—
Consultation bookings	—	—	—	—
Search impressions	—	—	—	—
Search clicks	—	—	—	—
Top-performing page	—	—	—	—
Best acquisition channel	—	—	—	—

The DDEV Growth Framework

ATTRACT SEO, content, local search, referrals and partnerships.	ENGAGE Strong messaging, useful content, speed and UX.
CONVERT Clear CTAs, trust signals, case studies and frictionless forms.	NURTURE Fast follow-up, qualification, consultations and communication.
OPTIMISE Measure, identify bottlenecks, experiment and repeat.	OUTCOME A repeatable website-led growth system.

Final Takeaway

A website does not become a growth engine simply because it was launched. It becomes a growth engine when it is measured, improved, informed by customer behaviour, and continuously optimised. The objective of the first 90 days is to establish a reliable system where you know where visitors come from, what they do, where they drop off, which leads are valuable, and what should be improved next.

Attract → Engage → Convert → Nurture → Optimise. Use that loop to turn a website from a digital brochure into a measurable business-growth asset.

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