

Your Journey to Profit

A Guide to Websites for Small Business Owners in France

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FR Chapter 1: *Votre site web est votre carte de visite moderne*

Le réflexe numérique

Jean-Pierre is a 42-year-old business owner in Lyon. He runs a local accounting consultancy and gets most of his clients through referrals and networking. He's respected, serious about his work, and takes pride in delivering top-notch service. But lately, things have changed.

Clients — even the ones referred to him by trusted partners — are *Googling* him first.

And if they don't find a website that looks professional?

They hesitate. Some don't call back.

Bienvenue dans la nouvelle réalité des affaires en France.

Today, your website is no longer a “nice-to-have.” It's the **first impression** your business makes. It tells potential clients:

- That you're **legit**
 - That you take your work seriously
 - That you're **ready to serve them**, on their terms
-

La première chose que vos clients font...

Let's say you're a home renovation expert in Bordeaux. Someone hears about your service through a friend. What do they do next?

They go online.

They type your name or your business name into Google. If you don't show up — or if what they find looks old or amateur — their confidence drops. In a culture where trust and reputation are everything, **perception is reality**.

A survey by Médiamétrie shows:



74% of French consumers say they are unlikely to trust a business that doesn't have a website.

Even among older clients — 50 and above — the trend is clear. They won't call unless you feel “established.”

Pourquoi un site et pas seulement une page Facebook ?

Facebook is useful — but it's not yours.

- Meta controls the platform
- Your page can be limited, suspended, or lost
- It doesn't show up as well on Google

- It often looks less professional than a proper site

A website gives you full control. It allows you to:

- Showcase your services clearly
- Build trust with testimonials and photos
- Offer convenient contact (form, WhatsApp, callback)
- Rank on Google when people search for your profession + your city

Even better — it works for you 24/7.

La crédibilité à la française

Let's talk culture.

In France, we tend to be **sceptiques mais fidèles**. We don't trust quickly — but once we do, we stick around. That's why your site must:

- Look clean and modern (not flashy)
- Speak the right tone (professional but warm)
- Show real client experiences
- Follow French standards (mentions légales, politique de confidentialité, etc.)

Think of your website as a digital version of your best client presentation. It doesn't need to be loud. It just needs to be *convincing*.

Jean-Pierre's Tip: “Je ne suis pas informaticien...”

You don't need to be.

Modern tools (like WordPress, Wix, or Webflow) allow you to create clean, mobile-friendly sites without technical skills.

Or you can hire someone affordable — even a solo developer — to build it for you.

The key is to **start simple**:

- One page is enough in the beginning
 - Use your real voice
 - Focus on trust and clarity
-

Ce que vous devez retenir

- A website in 2025 is your business card, your storefront, and your sales team combined
- In France, credibility and discretion are key — your site must reflect that

- People will search you. What they see will decide if they contact you.

Your next client is already Googling someone like you.

Let's make sure they find your name — and trust what they see.

FR Chapter 2: *Les éléments clés d'un bon site web*

Your website doesn't need to be flashy.

It needs to be **clear**, **credible**, and **convincing**.

That's the French way.

Jean-Pierre isn't building a startup — he's building **trust**. He wants clients to feel confident before they ever call him. That's what this chapter is about: the **essential elements** of a good small business website in France.

1. Une structure simple mais stratégique

Forget 10-page websites. A clean structure with a few well-designed pages is more effective:

Page	Purpose
Accueil	First impression. Who you are. What you offer.
À propos	Your story, your values, your qualifications.
Services	Clear list of what you do, pricing if possible.
Témoignages	Real client feedback builds trust.
Contact	WhatsApp, form, phone, Google Maps location.
Mentions légales	Legal obligation in France. Don't skip this.
 <i>Optional:</i> Add a FAQ or “Nos engagements” page if you want to go further.	

2. Adapté aux mobiles — indispensable

In France, over **80% of web browsing is mobile** (especially on Facebook and Google).

If your site isn't responsive (mobile-friendly), you're losing clients.

 Test this: open your site on your phone.

Can you read everything easily?

Does the button work?

Can you contact yourself in two taps?

If not — it needs work.

3. Un design qui inspire confiance

French audiences prefer **discretion over flashiness**. That means:

- Clean fonts (no Comic Sans!)
- White space (don't clutter the page)
- Elegant color palette (3 colors max)
- High-quality images (avoid stock photos when possible)

It should feel more like a boutique than a bazaar.

◆ *Tip:* Use photos of **yourself**, your office, or your team. They build instant trust.

🛡️ 4. Les preuves de confiance

Trust is not assumed. It must be earned.

Include:

- ★ **Client reviews:** Even 2–3 short quotes add impact
- 📄 **SIRET number:** French clients trust registered businesses
- 🔒 **Secure site (https):** Basic SSL certificate builds confidence
- 📋 **Mentions légales + CGV:** Legally required — and it shows professionalism

If you handle client data, include a short section on **GDPR compliance**.

🕒 5. Une expérience fluide et rapide

French clients are not patient online.

Your site must:

- Load in under **3 seconds**
- Be easy to navigate
- Have a **call to action** on every page (WhatsApp, Appel, Réserver, etc.)
- Never make people guess what to do next

If they don't understand in 5 seconds what you offer, they'll leave.

✅ Checklist rapide

- I can explain my offer in 1 sentence on my homepage
 - My phone number is clickable on mobile
 - My services are listed clearly with benefits
 - My images are real and relevant
 - I've included legal pages and GDPR notice
 - I've tested my site on both phone and desktop
-

Conclusion

Your website is not just decoration. It's **your sales assistant** — working quietly, 24/7, helping new clients trust you.

Jean-Pierre didn't need to hire a huge agency. He just needed to **say the right things, the right way**, and make it easy to get in touch.

You can do the same.

Great — here's **Chapter 3** of *Jean-Pierre's Journey to Profit: A Guide to Websites for Small Business Owners in France*.

FR Chapter 3: *Combien ça coûte ?*

Let's talk money.

Jean-Pierre is like many French small business owners: practical, budget-conscious, and allergic to unnecessary expenses. But he's also smart. He knows that every euro he spends on his business must create value.

So... what does a good website **really** cost in France?

And more importantly — what should it **deliver** in return?



La vraie question : coût ou investissement ?

Before we get into numbers, here's a mindset shift:

A website is not a cost.

It's a **business asset** — just like your tools, your car, or your boutique.

A proper website should:

- Help you **win clients**
- Save you **time** (with automation or clear information)
- Build **trust** passively

If it doesn't do those things, it's too expensive — even if it only cost €200.



Scénario 1: Le site bricolé soi-même (0–200 €)

Many small business owners in France start here. It's low risk and fast.

Option	Coût estimé	Détails
Nom de domaine	~12 €/an	e.g., jeanpierreservices.fr
Hébergement web	30–60 €/an	OVH, o2switch, etc.
Outil de création	Gratuit à 100 €/an	WordPress, Wix, Strikingly, etc.
Thème / Template	0–50 € (optionnel)	Design plus pro



Avantages: Pas cher, rapide à lancer



Inconvénients: Peut manquer de crédibilité si mal fait, prend du temps



Scénario 2: Le site fait par un freelance (300–1 500 €)

Ideal for business owners like Jean-Pierre who value design and want to look pro — but don't want to spend months learning WordPress.

Type de site	Prix estimé (France)	Détails
Site vitrine simple	500–900 €	1–5 pages, design basique
Site sur mesure	1 000–1 500 €	Pages + intégrations spécifiques
Site multilingue ou avancé	1 500 €+	E-commerce, bilingue, etc.
 Avantages: Pro, rapide, gain de temps		
 Inconvénients: Doit bien choisir son prestataire		

Scénario 3: L'agence web (1 500–5 000 €+)

For medium-sized businesses or those with very specific needs (e.g., boutiques, booking systems, etc.).

Type d'agence	Prix estimé	Quand l'utiliser
Petite agence locale	1 500–3 000 €	Pour une refonte sérieuse ou image haut de gamme
Agence spécialisée	3 000 €+	Besoins complexes, branding + stratégie
 Avantages: Qualité + support à long terme		
 Inconvénients: Pas adapté aux petits budgets		

Combien Jean-Pierre devrait-il dépenser ?

For most independent consultants, artisans, or coaches:

- **Budget raisonnable:** 600–1 200 €
- **Temps de livraison:** 2 à 4 semaines
- **Retour attendu:** 2 à 5 nouveaux clients dans les 3–6 mois

With a professional website and a small marketing budget, even 1 new client can cover the cost of the entire site.

Astuce: Préférez la qualité au bling

Many businesses in France fall into this trap:

“J’ai mis 3 000 € dans mon site, mais il ne me ramène rien.”

The problem is rarely the budget. It’s the **lack of focus** on what really matters:

- A clear offer
- Trust signals
- Easy contact

Jean-Pierre doesn’t need a “cool” site. He needs a **smart** one.

Ce que vous devez retenir

- Vous pouvez créer un site simple pour moins de 200 €, mais attention à l'image que vous donnez
- Travailler avec un freelance est souvent le meilleur rapport qualité/prix pour un indépendant
- Une agence est utile si votre activité est plus complexe ou haut de gamme
- Votre site doit s'amortir rapidement avec quelques clients bien ciblés

FR Chapter 4: *Faire connaître votre site en France*

You've got your website. It's clean, professional, and ready.

But now comes the real challenge: **getting people to see it**.

A great site that no one visits is like a perfect boutique hidden in a back alley.

This chapter is all about visibility — the tools, the habits, and the channels Jean-Pierre (and you) can use to get **qualified traffic** to your site *without wasting time or money*.



1. Comprendre où sont vos clients

In France, small business clients are still mostly found on:

Plateforme	Type de clients	Idéal pour...
Google	Tous profils	Recherche de services, intention forte
Facebook	30–60 ans	Artisans, services locaux, bouche-à-oreille
LinkedIn	Pro / B2B	Consultants, formateurs, professions libérales
WhatsApp	Communication directe	Réponses rapides, relances
Pages Jaunes	+45 ans	Clients plus traditionnels

Before spending anything, pick **1–2 platforms** and go deep, not wide.



2. Le SEO local — le meilleur retour sur investissement

SEO (Search Engine Optimization) means getting found *organically* on Google.

For local services in France (coach, artisan, comptable...), this works **very well**.

To get started:

- **Créez un compte Google Business Profile** (anciennement Google My Business)
- Renseignez bien vos horaires, descriptions et photos
- Ajoutez des **avis clients vérifiés**
- Mettez à jour votre site avec des mots-clés locaux:
ex: “Consultant RH à Montpellier”



Coût: 0 €



Temps: 1–2 heures pour la mise en place



Retour: Trafic gratuit pendant des années



3. Les publicités Facebook (à budget maîtrisé)

Jean-Pierre n'est pas un influenceur. Il ne veut pas “faire du buzz.”

Il veut juste **trouver 5 à 10 bons clients** cette année.

Facebook Ads, bien ciblées, peuvent faire ça.

Start with:

- Une image de vous ou votre activité (vraie, pas de stock)
 - Un message simple:
“Besoin d’un comptable humain à Lyon ? Voici comment je peux vous aider.”
 - Un budget modeste: 3–5 €/jour pour commencer
 - Redirigez vers votre site ou une page de contact rapide
- ✅ Conseil: Utilisez une **offre d’appel** — consultation gratuite, audit, etc.
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4. L’e-mail: le canal sous-estimé

You don’t need thousands of followers.

But 20–50 people who *know you*? That’s powerful.

Create a simple **lead magnet** (like this ebook!)

Ask people to opt in on your site. Then:

- Send an intro email: “Voici ce que je fais, et comment je peux aider.”
- Share 1 helpful tip or testimonial every 2 weeks
- Always include a link to book or contact you

✅ En France, les taux d’ouverture B2B > 30% si bien ciblés



5. Combien investir ?

Let’s break it down based on Jean-Pierre’s goals:

Objectif	Canal principal	Budget recommandé
Obtenir 3–5 clients locaux	SEO + Google Maps	0–50 € (temps surtout)
Développer la notoriété	Facebook Ads	100–150 €/mois
Professionnaliser la relance	Email marketing	10 €/mois (Mailerlite)

Small steps, consistent effort. That’s how you win in the French market.

Ce que vous devez retenir

- Un bon site ne suffit pas — il faut le faire **vivre** et **circuler**
- Concentrez-vous sur 1–2 canaux qui correspondent à vos clients
- Même avec 5 €/jour, vous pouvez générer de vraies opportunités
- Le bouche-à-oreille digital commence avec une présence cohérente

Next, in **Chapter 5**, we’ll look at how to measure success — and how to know if your website is actually bringing in clients.

Chapter 5: *Est-ce que ça marche ? Comment mesurer le succès de votre site*

Jean-Pierre has done it all:

- ✓ His website is live
- ✓ He's told people about it
- ✓ He's even invested a little in ads

But now comes the key question every small business owner must ask:

“Est-ce que mon site m’apporte des clients ?”
 (“Is my website actually working?”)

In this chapter, we'll show you how to track results without being a tech expert — using simple tools and clear goals.

1. Définir vos objectifs de site

Before measuring anything, we need to know what success looks like.

For Jean-Pierre, and likely for you too, the goals are often:

Objectif	Comment le mesurer
Générer des appels / RDV	Formulaires remplis, clics sur “Appeler”
Gagner des abonnés email	Inscriptions via un formulaire
Vendre une prestation	Commandes, paiements reçus
Obtenir des demandes de devis	Messages via le site, WhatsApp ou email

👉 You don't need fancy software. Just count what matters.

2. Les outils simples pour suivre vos résultats

Here are the basic tools Jean-Pierre can use — and you too.

Outil	Ce qu'il permet de faire	Coût
Google Analytics	Voir combien de visiteurs vous avez	Gratuit
Google Search Console	Voir les recherches Google qui mènent à vous	Gratuit
Bitly / Short.io	Suivre combien de clics sur vos liens	Gratuit
Formulaire avec alertes email	Être notifié dès qu'un contact arrive	Gratuit

✓ Astuce : Demandez à votre créateur de site de vous installer ces outils dès le départ.

3. Les chiffres qui comptent

Jean-Pierre n'a pas besoin de 5 000 visiteurs par mois.

Il a besoin de **10 à 50 personnes bien ciblées** qui peuvent devenir clients.

Voici des repères réalistes pour un site de consultant, artisan ou indépendant :

Indicateur	Bon niveau de départ
Visiteurs mensuels	150–300
Taux de conversion (contact)	2–5 %
Leads générés / mois	3–10
Clients convertis / mois	1–3

Small numbers. Big impact. That's how small business wins.

4. Comment savoir d'où viennent les clients ?

Always ask:

“Comment m’avez-vous trouvé ?”

Use a simple CRM (Customer Relationship Management) tool or even a spreadsheet to track:

- Nom du client
- Canal d’acquisition (Google, Facebook, bouche-à-oreille...)
- Valeur estimée du client
- Durée du cycle (combien de temps entre contact et paiement)

 Over time, this shows where to invest more — and what to drop.

5. Comment réagir si les résultats sont lents

Not seeing results after a month?

Jean-Pierre might panic. But here's what to check first:

- **Est-ce que les gens visitent votre site ?**
→ Sinon, il faut travailler la visibilité (voir Chapitre 4)
- **Est-ce que votre message est clair ?**
→ Faites lire la page d’accueil à 2 amis. Sont-ils convaincus ?
- **Est-ce facile de vous contacter ?**
→ Trop de clics = moins de contacts

Digital marketing is a loop: observe → ajustez → testez → recommencez.

Ce que vous devez retenir

- Mieux vaut 10 visiteurs qui deviennent clients que 1 000 touristes
- Installez les outils de suivi dès le départ (Analytics, formulaire...)
- Suivez vos contacts dans un tableau simple
- Posez la question “Comment m’avez-vous trouvé ?” à chaque client

- Corrigez ce qui bloque — et continuez !

Up next is **Chapter 6: Votre plan d'action en 90 jours**"

FR Chapter 6: *Votre plan d'action en 90 jours*

Let's face it — building a strong online presence can feel overwhelming.

Jean-Pierre doesn't need *more complexity*. He needs a **clear, actionable roadmap**.

This chapter is designed to do exactly that.

We'll break down the process of getting a **profitable, client-attracting website** into a manageable **90-day action plan**, divided into 3 stages:

- **Month 1 – Foundation**
- **Month 2 – Launch**
- **Month 3 – Grow & Convert**

Let's dive in.

Mois 1 : Construire des fondations solides

Jean-Pierre's success online starts with setting the stage. This month is all about planning, strategy, and preparation.

Semaine 1–2: Clarifier l'objectif et le client idéal

- Define the purpose of your website (e.g. lead generation, service showcase).
- Identify your ideal customer (demographics, needs, pain points).
- List your top 3 services or offers to promote.

 **Tool suggestion:** Use a free online persona builder like [HubSpot's Make My Persona](#) (translated in French).

Semaine 3–4: Préparer le contenu et la structure du site

- Write or plan your homepage, about page, service pages, and contact info.
- Gather photos, testimonials, and branding (logo, colors).
- Sketch or outline your website layout (use tools like Canva or pen & paper).

 **Pro Tip:** Don't overthink the design — focus on clarity, simplicity, and trust.

Mois 2 : Mettre votre site en ligne

Now we bring Jean-Pierre's vision to life. This month focuses on execution and launch.

Semaine 5–6: Créer ou faire créer le site

- Choose a website builder (e.g. WordPress, Wix, Webflow).
- Set up hosting and a custom domain name.
- Build your site or hire a freelance developer to help.

💡 Consider using a ready-made template that fits your industry — it saves time and still looks professional.

✅ **Semaine 7: Mettre en place le suivi et la sécurité**

- Connect your site to Google Analytics and Google Search Console.
- Add SSL encryption (look for the padlock icon in the browser).
- Create backups and enable updates for themes/plugins.

✅ **Semaine 8: Lancer le site et tester**

- Test your site on desktop and mobile.
- Send it to a few trusted friends or clients for feedback.
- Go live — and celebrate!

🧠 **Pro Tip:** Use [Hotjar](#) (free tier available) to watch how people actually use your site.

Mois 3 : Attirer, convertir et optimiser

Your site is live. Now it's time to make it work *for* you.

✅ **Semaine 9: Lancer un simple plan de marketing**

- Create 2–3 social media posts per week (tips, behind-the-scenes, value).
- Run a small Facebook ad campaign targeted to your local area or industry.
- Ask happy clients to share your site or leave reviews.

✅ **Semaine 10–11: Mettre en place un système de conversion**

- Add a lead magnet (free PDF or checklist) to collect emails.
- Set up a welcome email and basic automation using Brevo or Mailchimp.
- Add a contact button on all pages and enable WhatsApp/Messenger if possible.

✅ **Semaine 12: Mesurer, ajuster et planifier**

- Look at your traffic, leads, and bounce rate in Google Analytics.
- Ask 3 recent visitors or clients: “What confused or excited you about the site?”
- Create a short list of next steps for the next 90 days (content? SEO? Email campaign?)

💡 Keep a “Website Journal” — note what works, what doesn't, and ideas for improvement.

Résumé rapide : Votre checklist 90 jours

Phase	Objectif principal	Actions clés
Mois 1	Préparer le terrain	Objectif, client, contenu, plan du site
Mois 2	Créer et lancer le site	Design, sécurité, tests, mise en ligne
Mois 3	Attirer des clients & mesurer les résultats	Marketing, capture d'emails, optimisation

Ce que vous devez retenir

- 90 days is *enough* to go from idea to fully functioning business website.
 - Don't aim for perfection — aim for **progress**.
 - Use simple tools, and get help where needed.
 - Focus on building trust, not just traffic.
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FR Chapter 7: *Statistiques du marché et ROI réel en France*

Jean-Pierre is a pragmatic entrepreneur. Before investing more time or money into his online presence, he wants to know:

“Is it worth it?”

This chapter gives him clear, country-specific **market statistics** and realistic **ROI expectations** for small businesses in France with well-built websites. Not theory — real data.

1. Pourquoi les statistiques comptent

In France, the digital economy is mature, but **many small businesses still lag behind** in their online presence.

According to [INSEE](#):

- Over **33% of French small businesses** still don't have a proper website.
- Yet **companies with a website earn up to 2.5x more leads** than those without.
- **85% of French consumers** say they research online before making a purchase — even for local services.

 *In other words, Jean-Pierre gains an edge just by showing up professionally online.*

2. Coût moyen d'un site web professionnel en France

Here's what Jean-Pierre might expect to invest depending on his approach:

Option	Coût estimé	Commentaires
Do-it-yourself (Wix, WordPress)	0€ – 400€ setup + 10€/mois	Cheap but time-intensive. Needs self-discipline.
Freelance developer (basique)	500€ – 1,500€ une fois	Good balance of quality and control.
Petite agence digitale	1,500€ – 3,500€ une fois	Higher quality, includes strategy + branding
Maintenance annuelle	100€ – 500€/an	Hosting, backups, updates, minor edits

 **Pro Tip:** Jean-Pierre doesn't need a €5,000 site. What he needs is a site that **makes him €5,000 or more**.

3. ROI réaliste : ce que les PME françaises obtiennent

Let's talk numbers. What kind of **return on investment** (ROI) can Jean-Pierre expect?

 A simple, optimized website focused on service-based businesses can pay for itself within **2–6 months**.

Type d'entreprise	Budget site	Clients gagnés/mois via le site	CA généré/mois	ROI après 6 mois
Coach indépendant	1,000€	3–5 clients	900€ – 1,500€	150% – 250%
Consultant B2B	1,500€	2–4 leads convertis	1,200€ – 2,000€	160% – 266%
Artisan ou plombier	1,200€	4–6 demandes	1,000€ – 1,800€	150% – 270%
Cabinet comptable local	2,500€	3–6 leads	2,500€ – 4,000€	240% – 300%

These are conservative estimates, assuming:

- A clear value proposition
- Some basic marketing (email, Facebook ads)
- A website designed for **conversion**, not just aesthetics

FR 4. Tendances locales qui boostent la rentabilité

In France, a few trends increase the **ROI potential** for Jean-Pierre's digital presence:

La régionalisation du web

French consumers increasingly prefer **local businesses**. A properly geo-tagged site with regional SEO will outperform generic websites.

Le retour au “made in France”

There's a growing appreciation for **French-owned and operated services**. Being local builds trust — especially in professional services.

Mobile-first comportement

Over 75% of searches related to services now happen on **mobile**. A responsive site = more leads.

Subventions & aides digitales

The French government often provides **grants and digital transformation support** for small enterprises (see [France Num](#)).

-  Jean-Pierre may be eligible for **partial website funding** — this increases ROI by lowering upfront costs.

5. Comparaison avec d'autres canaux marketing

Here's how a website compares to other marketing methods used by small business owners in France:

Canal	Coût moyen/mois	Durée de résultats	Contrôle	ROI typique
Carte de visite papier	30€	Très lent	Faible	Faible (5–10%)
Flyers, affiches	100–300€	Moyen terme	Moyen	Moyen (15–30%)
Réseaux sociaux uniquement	0€–150€	Court terme	Limité	Variable (20–60%)
Site web professionnel	80–150€/mois	Moyen à long terme	Total	Élevé (150–300%)

Ce que vous devez retenir

- A good website isn't a cost — it's a **business tool with measurable returns**.
- Jean-Pierre can recoup his investment **within months**, not years.
- In France, being online sets him apart — especially if his competitors aren't.

Appendix: 3 exemples de réussite du plan d'action en 90 jours

Jean-Pierre needs to see real stories — practical proof that a clear 90-day plan works.

Below are three fictional but **highly realistic composite profiles** of French entrepreneurs who completed the journey. Each profile shows how they implemented the roadmap, overcame obstacles, and reached tangible business outcomes.

1. Claire – Chef à domicile à Lyon

 **Contexte** : Claire is a talented home chef offering personalized meal services for busy professionals and elderly clients. She had no website — just a Facebook page and WhatsApp.

 **Objectif** : Get more recurring weekly clients and reduce time wasted replying to the same questions.

Ce qu'elle a fait :

- **Month 1:** Defined her 3 core offers, planned a FAQ section, and took photos of her meals.
- **Month 2:** Used Wix to build a simple, clean site herself with menus and a contact form.
- **Month 3:** Ran a €100 Facebook ad targeting high-income zip codes in Lyon and offered a free meal consultation via the site.

Résultats :

- 22 inquiries via her contact form in the first month.
- Converted 8 of them into weekly clients worth ~€2,000/month.
- Reduced inbound admin messages by over 60%.

 “I used to spend hours per week answering WhatsApps. Now my site does most of the talking.”

2. Antoine – Coach business à Toulouse

 **Contexte** : Antoine had been coaching entrepreneurs part-time for 3 years. Most of his work came via referrals and coffee chats — no online presence beyond LinkedIn.

 **Objectif** : Go full-time as a coach and create a funnel that brings him leads even while he sleeps.

Ce qu'il a fait :

- **Month 1:** Developed a 3-tier coaching offer and a lead magnet: “5 Questions to Refocus Your Business.”
- **Month 2:** Hired a freelance WordPress developer to build a 5-page site with Calendly integration and a download gate for his PDF.

- **Month 3:** Added a testimonial section, set up Mailchimp automation, and launched a content strategy on LinkedIn.

✅ Résultats :

- 137 downloads of his lead magnet in 30 days.
- 14 booked discovery calls → 5 closed clients worth €950/month.
- Website ROI achieved within 7 weeks.

💬 “My website became my 24/7 assistant. It’s the best business move I’ve made.”

3. Marc – Électricien indépendant à Marseille

 **Contexte :** Marc had been working independently for 8 years, mostly via word-of-mouth and local ads. His competitors started getting websites, and he noticed his referrals were drying up.

 **Objectif :** Get back on top and look more professional to corporate clients and property managers.

Ce qu’il a fait :

- **Month 1:** Gathered photos of past work, built a list of services, and asked past clients for testimonials.
- **Month 2:** Partnered with a small agency to build a mobile-friendly portfolio site with a service quote form.
- **Month 3:** Set up Google My Business, added reviews, and spent €150 on local Google Ads.

✅ Résultats :

- 11 quote requests via his site in the first 30 days post-launch.
- Landed 3 commercial contracts worth over €6,000.
- Noticed improved response rates from corporate emails.

💬 “Now when I send a quote, they check my site and take me more seriously. It’s night and day.”

Ce que ces histoires ont en commun

- They **followed the 90-day structure**, starting with clarity and ending with simple marketing.
 - Each entrepreneur **used simple tools** and realistic budgets.
 - Their websites became **leverage tools** — attracting, filtering, and converting leads without daily effort.
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In the next section of the ebook, you'll find tools to **build your own success story**: calculators, templates, and planners tailored for the French market.