

From anonymous visits to real conversations

How small businesses can find out what their website visitors need, and offer each of them the right next step, without tracking who they are.

By We Do Dev Work · October 2026

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1. In short

Most people who visit a small business's website leave without getting in touch. Some weren't interested; many were, but didn't find a step that suited them at that moment. Signal watches what a visitor does on the site, asks one short question when the answer would change what to offer, and then shows the next step that fits: a booking link, a call back, WhatsApp, a guide by email, matching products, or a chat with the team.

It doesn't try to identify people. It works out what they need and how ready they are, and lets them say who they are when they choose to. Owners see who was ready and why, get an alert the moment someone is, and can try it in shadow mode before any visitor sees a thing.

2. The problem: visitors leave without a word

A website does a good job of explaining what a business does, and a poor job of turning interest into a conversation. Three tools are usually used to close that gap, and each has a blind spot:

- **Contact forms** ask for commitment too early. Someone comparing options isn't ready to fill in eight fields and wait for a reply; someone with an emergency won't wait at all.
- **Chatbots** wait for the visitor to start typing, and most never do. When they do, the answer is often a script rather than a next step.
- **Visitor-identification tools** guess a company from an IP address and sell you a name. They miss private visitors entirely, raise real privacy questions in Europe, and still don't tell you what the visitor wanted.

The result: the team sees traffic numbers and a handful of form submissions, but not the visitors who were almost ready, or what would have helped them take the step.

3. A different approach: intent, not identity

Signal starts from a simple idea: you don't need to know *who* someone is to help them. You need to know *what they want* and *how soon*. Those two things decide which next step is useful.

1. **Read.** Which pages a visitor reads, in what order, for how long, and where they came from. An AI model turns that into a few plain estimates the business defined, such as "what are they looking for" and "how soon", each with a confidence.
2. **Ask.** When an estimate is unsure and the answer would change the offer, Signal asks one short question the business wrote. One tap, never the same question twice.
3. **Offer.** Ready visitors get the quickest way in; others get something useful for later; visitors who aren't interested see nothing.

4. How it works

- **One line on the website.** A small script, added once. A setup wizard reads the business's public website and suggests the questions, offers and ways to reach the team; the owner checks and publishes.
- **Questions and offers you control.** Every question and every next step is written (or approved) by the business. Next steps include booking links, call-back requests, phone and WhatsApp, guides sent by email, short smart forms, matching products from a Shopify catalog, and live chat with the team.
- **Alerts with context.** When someone is ready, the team gets an email or webhook with the whole visit: what they read, what they answered, how to reach them.
- **A team inbox.** The team can see who is on the site right now, start a chat, share a booking link or guide in one click, and ask for a name, email or phone number, which the visitor gives with consent.
- **Follow-ups.** A short, personal email a few days later, only to people who agreed to be contacted, with an unsubscribe link. Drafts can be written with AI from the business's own details.

5. What it looks like in practice

Agencies and studios

Someone reads two case studies and the pricing page.

Signal asks what they're planning and offers a call with the right person; the team gets an alert with the whole visit.

Local trades

A burst pipe at 11pm.

Signal asks how urgent it is and shows the phone number and WhatsApp to the people who can't wait; planners can ask for a call back.

Software companies

A visitor compares plans for the third time.

Signal asks about team size: larger teams are offered a demo, everyone else a free trial.

Online shops

A shopper keeps browsing lamps.

Signal asks what they're looking for and shows three matching products from the shop's own Shopify catalog.

Clinics and practices

Someone looks for a physio in the evening, when the phone isn't answered.

Signal asks whether they're a new patient and offers the online booking link or a call back in the morning.

Accountants and lawyers

A visitor reads about dismissals.

Signal asks how urgent it is: urgent matters get a call back today, the rest a first consultation or a checklist.

Live demos: [an agency](#), [a plumber](#), [a software company](#) and [a shop](#), each running Signal for real.

6. Privacy by design

- **No IP lookups, no stored IP addresses.** A visitor's rough location is looked up at the moment of the visit; the address itself is never stored.
- **Contact details only with consent.** Names, emails and phone numbers are only kept when the visitor gives them, with the consent text recorded.
- **AI that never sees personal data.** The models estimate intent from page views and answers to multiple-choice questions; names, emails, phone numbers and chat messages never go to a model.
- **Retention and rights built in.** Data is deleted after a retention period the business chooses, and any visitor's data can be exported or deleted on request.
- **Shadow mode.** Signal can watch real traffic and show what it would have done, while visitors see nothing, until the business switches it on.

7. Seeing what works

The dashboard explains every number it shows: visitors, leads and conversion, the funnel from visit to won deal, which channels, campaigns and pages bring people who become leads, how each question and offer performs, and, for shops, which recommended products are clicked and added to the cart. Leads not followed up after a day are flagged.

8. Getting started

1. Add the line of code to the website (WordPress, Shopify, Webflow, Squarespace and Wix all have a place for it).
2. Let the setup wizard read the website and suggest the questions and offers; adjust them.
3. Run in shadow mode for a week to see what Signal would do, then switch it on.

Plans start at €39 a month for 5,000 visitors, up to €249 a month for 100,000, with a 14-day trial. Prices exclude VAT.

Signal is built by We Do Dev Work, a software studio in Bangkok that has built web applications for growing companies for over a decade.

Questions, or want us to set it up with you? Write to info@wedodevwork.com or visit try-signal.com.