



KNOW YOUR GOALS

- Determine primary and secondary goals
- What action do you want visitors to take?
- Contrasting colored button for primary goal
- Segment audience/s for better results
- Clear visitor path

BUILD TRUST & AUTHORITY

- Testimonials / Reviews
- Case studies / Success Stories
- Partnerships or featured in (logos)
- 100% Money-Back Guarantee
- Blog
- Professional photos (not stock photography)
- Intro/explainer video from you personally

BEAUTIFUL BRANDING

- Professional logo
- Strong brand messaging
- Great-looking design aesthetics
- Tell your story including your big WHY
- Build your personal brand into your business

BE COMPELLING

- Clear and unique value proposition
- Benefit driven sales copy
- Strong headlines and clear calls to action (CTA)
- Talk about how you solve prospect's pains

BE IRRESISTIBLE

- Create irresistible 'lead magnet'
- Offer incredible value free in exchange for email
- Surprise them with something special after opt-in
- Keep it quick and easy to consume

BE CONTACTABLE

- Big phone number top right
- Social media icons
- Easy to find contact details
- Short forms
- Clear calls to action (CTA)
- Live Chat installed (possibly)

BE SEARCH FRIENDLY

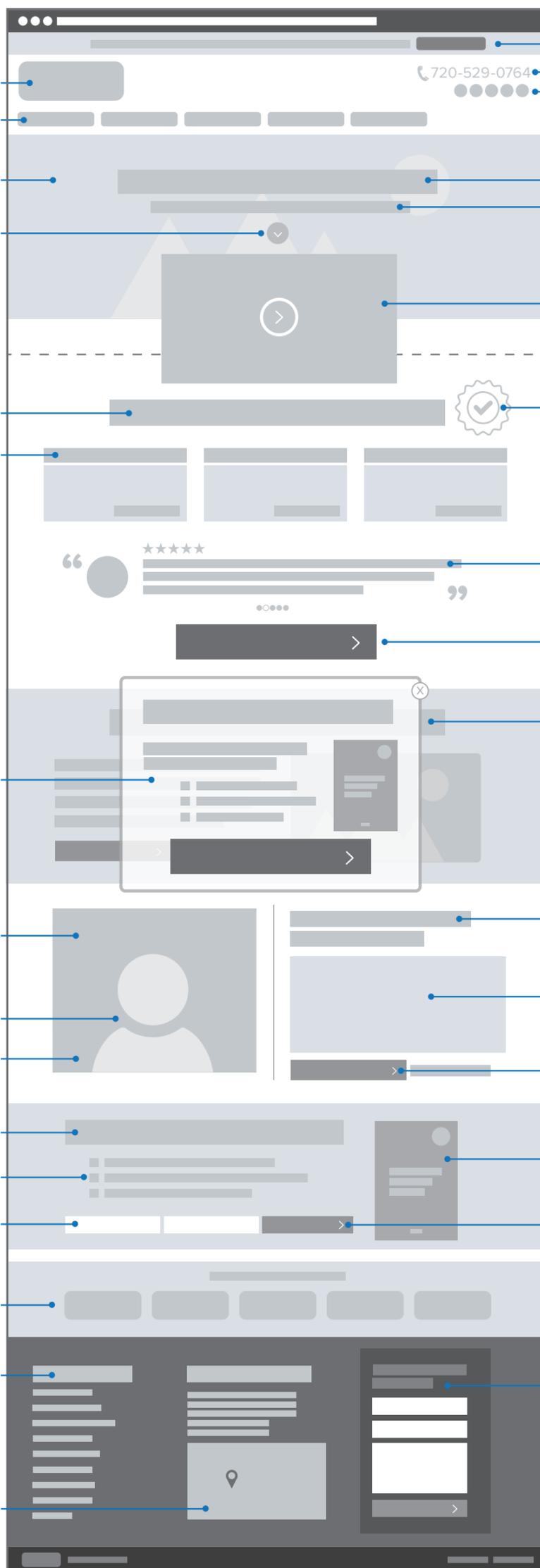
- Proper inclusion and use of keywords
- Title tags, meta descriptions, H1, H2 headings
- Image alt tags
- Geographic location data
- Mobile optimised site

LEAD CAPTURE POINTS

- Hello Bar
- Compelling newsletter opt-in
- Lead Magnet
- Blog opt-ins
- Free quote request or consultation
- Popup lightbox
- Exit popup offer on leaving
- Contact form

PRO TIP: Optimize your website for conversions and setup your automated sales and nurturing funnels BEFORE you spend money driving traffic to it. There's no point filling a leaky bucket!

YOUR HOME PAGE



- Professional Logo
- Simple effective navigation
- Professional photography
- Scroll prompter to draw eye down
- Compelling headline
- Keyword rich services with benefit driven copy
- Irresistible Lead Magnet displays in lightbox popup
- Build your personal brand into your business
- Professional photography will help build credibility
- Don't forget image alt tag
- Compelling headline
- 3 Key benefits bullet points
- Simple opt-in with just 1-2 form fields maximum
- Featured in or partner logos for added trust and credibility
- Footer navigation to show all pages on site for better navigation and usability
- Map and location data
- Hello Bar with trade show info or alerts
- Big phone number top right
- Social media icons
- Clear and unique value proposition
- Keyword rich heading copy
- Interesting image or video partially above the fold
- The 'fold'
- Some form of guarantee
- Testimonials or reviews for trust and credibility
- Value-driven call to action in high contrast colour to convert primary goal
- Customer case study or success story
- Tell your story & your big WHY
- Talk about how you saw a big problem & set out to solve it
- CTA to logical next step to draw them through your site
- Irresistible lead magnet which offers incredible value and can be rapidly consumed.
- Value driven CTA
- Quick Contact Form or Quote Request