



Your Essential Website Homepage Checklist

Attract, connect and convert more visitors into customers using our essential quick guide to boost your website enquiries and sales.

HELP YOUR WEBSITE PERFORM BETTER IN 7 DAYS OR LESS

Professional logo

Clear, simple navigation

Professional photos
Steer clear of over used stock photography.

Compelling H1 or H2 headline
Use rich keyword/s from earlier research - It helps tell Google and other search engines what the page is about

Great keyword rich body copy
Using keywords in your content of around 300-500 words will help Google understand the page better and suggest your site to more potential customers VERY IMPORTANT!

Keyword rich, benefit Driven Services
Users are interested in what you can do for them. Talk about them and results and not about yourself.

Irresistible Lead Magnet displays in lightbox popup
Make sure you include:
- A compelling headline
- A strong sub-headline
- Three benefit-driven bullet points
- A high quality image of your offer
- A value-driven call to action button

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 form - 1 to 2 fields is ideal

Logo's of partners, clients or suppliers you work with to build confidence, trust and credibility

Navigation at the footer to offer a user easy access to find exactly what they're looking for

Location and map
Get more search traffic from Google when you include this.

Hello Bar with free offer

Large phone number

Social media links

Value statement - clear and unique

Headline content rich in keywords
Get a free Google Adwords account and do some key word research

Video or interesting image to draw the user in - partially above the fold

The 'fold'

A form of guarantee
To instill confidence (Free Delivery, Refund Policy, Express Delivery etc.)

Internal linking
Link content to other parts of your site so a user has a natural path to what they're looking for.

Include secondary calls to action (CTA) in a contrasting colour.
Never leave a visitor hanging wondering what's next. Always offer an action at the end of every text block or section to tell people what to do.

Testimonials or reviews for trust and credibility
Google reviews will also help you attract more ideal customers!

Value-driven call to action in high contrast colour to convert primary goal

Customer or project case study
Real live client feedback stories are powerful stuff!

Tell your story & your big WHY

Talk about how you saw a big problem & set out to solve it

Secondary 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

Live chat
Live Chat to drive more requests and leads. Tawk.to is free and easy to use.

Quick contact form or quote request
Remember, you always want to look like doing business with you is easy. Don't bury forms and numbers on your contact page, instead encourage visitors to send you a quick email immediately. And when they do, act fast! Websites who act on enquiries in the first 10 minutes can see a 30% increase in lead to sale conversion.



THINGS TO DO!

How would it feel to consistently get more and more leads from your site? Websites today need to be checked and tweaked on a regular basis so they work the best they can for you. Plan in some time to start checking these off as soon as you can to make your website soar!

PLAN TO SUCCEED

- Establish your goals
- Plan how a visitor will navigate your site
- Contrasting coloured 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, articles or learning centre
- 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)

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

BE SEARCH FRIENDLY

- Proper inclusion and use of keywords
- Title tags, meta descriptions, H1, H2 headings
- Image Alt tags
- At least 500 words of keyword rich copy
- Geographic location data
- Mobile optimised site
- Internal linking to other pages

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
- Primary and secondary calls to action
- Contact form

PRO TIP: Optimise 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!