TURN YOUR WEBSITE INTO A
Client Attraction Machine

checklist

WEBPAGES THAT $ELL

Turning your website into a client attraction is one of the smartest things you can do. But if you're not sure what all goes into a website that attracts clients, here is a list to help you!

The Who, What, & How

CLIENT AVATAR

☐ Who is your customer or client? Who are you serving? Identify 3-5 ideal clients that you can serve massively!

YOUR PRODUCT OR SERVICE

☐ What do you offer? How do you serve? Define the products and/or service that deliver the transformation your audience seeks.

YOUR BUSINESS MODEL

☐ How is your product or service delivered? Define how your audience receives your product and service and how you are compensated for your amazingness!

Company Identity

COMPANY NAME | DOMAIN | EMAIL ADDRESS | SOCIAL MEDIA ACCOUNTS

☐ Starting with your company name, secure the domain, email addresses, and social media accounts. Even if you are not planning to use them right away – get them now so you have the name locked.

BRAND | LOGO

☐ Define your core logo icons, tag lines, color palette, company font, patterns and textures.
☐ Create a folder where you have all file types (EPS, PNG, JPG, PDF) as well as color variations (multi color, one color, grey scale) and shape variations (rectangle, square, etc.)

BRAND STYLE GUIDE

☐ Keep on hand a pdf guide that outlines your brand components; color numbers (Hex, RBG, CMYK), font names, logo variations, patterns, and textures. Use this as your guide when you produce any of your company assets.

Content

NAVIGATION

☐ Identify the pages that you will need and how they will be arranged no your website. Most website contain the following pages:

→ Home

→ About

→ Product/Service

→ Process – How You Deliver

→ FAQs

→ Testimonials

→ Blog

→ Contact

→ Thank You

→ 404

PAGE CONTENT

☐ Each of your website pages should incorporate your brand messaging and actionable content that answers the questions that your visitor is asking.

SEO | KEYWORDS

☐ Identify the keywords and phrases that YOUR ideal client is using to find the services that you offer.

KEYWORD RICH CONTENT

☐ Create content that showcases your thought leadership on your area of expertise utilizing the keywords and phrases you have identified.

CALL TO ACTION

☐ Be sure to let your website visitors know what the next step is in working with you. Make it clear how they can take action to receive what you have to offer.

Imagery

COMPANY AND THE PEOPLE WHO WORK THERE

☐ Maybe it is just you, maybe you have a team. Maybe you office at home or at an official office building or maybe you have your own building. Give your website visitors a visual of who they are working with.

THE PRODUCTS AND SERVICES OFFERED

☐ Be sure your website visitor knows what they are purchasing by using photos on your site. When selling services, it is helpful to find images that capture the pain or the result of working with you.

THE PAIN AND THE RESULT

☐ For your supporting pages and throughout, utilize photos that capture the feelings that your audience has prior, during and after working with you! Create a portfolio for those services that have a visual result.

NOTE: When using stock photos ALWAYS ensure you have the correct license/permission to utilize on your website.

LEAD MAGNET

☐ Ensure that you have a way to stay connected with your website visitors by offering a digital download. This gives your audience an opportunity to get to know you and start building that 'know, like and trust' factor.

Technology and Tools

CUSTOMER FACING TOOLS

☐ From contact forms to get in touch with you to take the next step, scheduling tools so visitors can book time to chat more with you to ecommerce solutions so they can make a purchase from you with ease, ensuring that you have the technology to make your website work for you is key. There are many solutions that will fit your needs and your budget.

WEBSITE HOSTING

☐ Your website is comprised with many files and needs a "host" so that your website visitors can see your site. Not all hosts are created the same. <u>Click here to learn more about my suggested website hosts</u>.

WEBSITE PLATFORM

☐ Will you build your site on WordPress, Squarespace, Wix or Kajabi? Each solution has their own pros and cons. To learn more and decide what is right for you, <u>check out my article on website platforms</u>.

WEBSITE VISITOR TRACKING

☐ Who is coming to your website, how long are they staying, what are they looking at? These are some of the basic answers you should know about your website. Luckily Google wants to help you and has created a free way for you to get this information. <u>Click here to learn more about Google Analytics</u>.

READY TO TAKE THE NEXT STEP?

LET'S TALK

If you are looking to get a new website or update and up level your current website then let's meet! You can book a session with me by going to my online calendar and find a time that works best for you.

WWW.BOOKREBECCA.COM

About Rebecca

Founder of the boutique website agency, Web Pages That Sell, Rebecca Metz creates web presences for fearless, message-driven brands and entrepreneurs who want to reach their perfect clientele online. She supports coaches, consultants and speakers by designing and developing websites that will truly leave a mark on, and speak to, your target audience that you can be proud of!

With an extensive background in IT, creative problem-solving, brand promotion, marketing strategies, and copywriting, her company offers unique online solutions that will make you money. Rebecca prides herself in taking the necessary time to listen, teach, and offer guidance and support.