



GUIDE

WEBSITE

CHECKLIST

For Client Attraction



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WELCOME

First off, let me just give you a big shout-out for taking that bold step towards leveling up your website game.

I get it, the daily grind can sometimes overshadow your website, but you're not alone. Navigating websites is a task in itself, and guess who's here to help? Yep, me!

I've got several essential tips to boost your website instantly. These tips will make clients see you as the real deal. Your website is your superhero, where your expertise shines. Get ready for a journey to unleash your website's hidden powers and pave the way for success.

This guide breaks down each step and provides a checklist for immediate action. And remember, it's about progress, not perfection. Choose the strategies that resonate with you.

Let's make your online presence a masterpiece that screams "expert" – get ready to transform your brand!

Let's dive in!

INTRODUCTION

Congratulations on taking steps to transform your website into a client-attracting powerhouse!

This checklist is your cheat sheet to ensure your website aligns with the principles of client psychology and best practices for conversion.

Use it as a guide to regularly evaluate and optimize your website, keeping it in top shape to attract your ideal clients throughout 2024 and beyond.





CHECKLIST

1	First Impressions Matter
2	Headlines That Hook
3	Compelling Content That Converts
4	Credibility Builders
5	Trust Signals That Matter
6	Lead Capture and Nurturing
7	Search Engine Optimization (SEO)
8	User Experience (UX)
9	Speed and Performance
10	Calls to Action (CTAs)

FIRST IMPRESSIONS MATTER

Visual appeal

Does your website's design look modern, professional, and visually appealing?

Clear navigation

Is it easy for visitors to find what they need?

Loading speed

Does your website load quickly on all devices?

Mobile responsiveness

Is it optimized for mobile viewing?



TIP

Use high-quality images and videos that showcase your professionalism and personality. Invest in a user-friendly website theme and ensure your site loads quickly on all devices.

HEADLINES THAT HOOK

Clear and concise

Do your headlines clearly communicate your value proposition?

Benefit-driven

Do they highlight the benefits of working with you?

Targeted to your ideal client

Do they speak directly to their pain points and desires?



TIP

Keep your headlines short, sweet, and to the point. Use strong verbs and focus on the benefits you offer your clients.



COMPELLING CONTENT THAT CONVERTS

Focus on client needs

Does your content address the specific challenges and goals of your ideal client?

Storytelling

Do you use stories and testimonials to create an emotional connection?

Call to action

Do you have clear calls to action that guide visitors to take the next step (e.g., book a consultation, download a free resource)?



TIP

Write in a clear and concise style, avoiding jargon and technical terms. Tell stories and use real-life examples to connect with your audience. Include strong calls to action throughout your content.

CREDIBILITY BUILDERS

Testimonials and case studies

Do you showcase positive feedback from past clients?

Social proof

Do you display logos of companies or organizations you've worked with?

Expertise and experience

Do you highlight your qualifications and experience in your field?



TIP

Highlight your qualifications and experience in your field. Showcase testimonials and case studies from satisfied clients. Include logos of companies or organizations you've worked with.

TRUST SIGNALS THAT MATTER

Professional appearance

Does your website look and feel professional?

Contact information

Is it easy for visitors to find your contact information?

Privacy policy

Do you have a clear privacy policy that protects user data?

Security measures

Are your website and payment systems secure?



TIP

Make sure your website has a clear privacy policy and secure payment systems. Include your contact information prominently and make it easy for visitors to reach you.

LEAD CAPTURE AND NURTURING

Lead magnets

Do you offer valuable resources (e.g., ebooks, checklists, webinars) in exchange for email addresses?

Email opt-in forms

Are your opt-in forms strategically placed and easy to use?

Email marketing

Do you have a system for nurturing leads through email marketing?



TIP

Offer valuable lead magnets like ebooks, webinars, or checklists in exchange for email addresses. Create clear and concise opt-in forms and place them strategically throughout your website.



SEARCH ENGINE OPTIMIZATION (SEO)

Keyword research

Have you identified the keywords your ideal clients are searching for?

Content optimization

Do you use these keywords throughout your website content?

Technical SEO

Have you optimized your website's technical elements (e.g., meta tags, sitemap)?



TIP

Research the keywords your ideal clients are searching for and use them throughout your website content. Optimize your website's technical elements like meta tags and sitemap.

USER EXPERIENCE (UX)

Navigation

Is it easy for visitors to navigate your website and find what they need?

Clarity

Is your content clear, concise, and easy to understand?

Forms

Are your forms short and easy to fill out?

Mobile friendliness

Does your website work seamlessly on mobile devices?



TIP

Make sure your website is easy to navigate and find what they're looking for. Use clear menus and internal linking to guide visitors through your content. Keep your forms short and user-friendly.

SPEED AND PERFORMANCE

Fast loading times

Does your website load quickly on all devices?

Image optimization

Are your images optimized for web use?

Caching

Do you use caching plugins to improve website performance?



TIP

Optimize your images for web use and use caching plugins to improve your website's loading speed. Regularly test your website on different devices and browsers.

CALLS TO ACTION (CTAS)

Clear and compelling

Are your calls to action clear, concise, and easy to understand?

Strategic placement

Are your CTAs placed in prominent locations throughout your website?

Sense of urgency

Do your CTAs create a sense of urgency to encourage action?



TIP

Use strong verbs and action words in your calls to action. Make them clear, concise, and irresistible. Place them strategically throughout your website, particularly at the end of key sections and blog posts.

BONUS TIP

Regularly update your website

Keep your content fresh and relevant to maintain visitor interest.

Track your website analytics

Use analytics tools to track visitor behavior and identify areas for improvement.

Test different elements

Experiment with different headlines, calls to action, and design elements to see what works best for your audience.



NEXT STEP

Imagine being a brilliant coach (like you are!) but struggling to attract the clients you deserve.

Let's change that! With my proven system, you'll build a website that works for you 24/7, attracting ideal clients and freeing up your time to focus on what you do best – coaching!

Schedule a Call