

WEBSITE CHECKLIST

For Client Attraction

By Shawn Brooks

Website Systems Coach | shawnbrooks.com

*"Your website should be your best salesperson.
If it's not booking calls, it's losing clients."*

INTRODUCTION

The Real Reason You're Not Getting Enough Clients

Most coaches don't have a talent problem. They have a systems problem.

You're skilled. Your clients get results. But your website is working against you — sending visitors away instead of turning them into discovery calls. That's not a traffic problem. It's a conversion problem. And it's fixable.

After 25+ years building websites for coaches, consultants, and major brands, I've identified **5 Fatal Gaps** that appear on nearly every coaching website that isn't converting. You don't need to fix all of them at once. You need to know which ones are costing you the most — and fix those first.

This checklist maps directly to those 5 Gaps. Use it to audit your site, identify your biggest leaks, and prioritize what to fix. Then take action.

The Math That Should Keep You Up at Night

300 visitors/month at 1% conversion = 3 inquiries = 1 client = \$3,000/month.

Improve to 5% conversion with the **same traffic** = 15 inquiries = 5 clients = **\$15,000/month.**

Same audience. Same ads. Same posts. Different website. That's the gap.

THE 5 FATAL GAPS

1

Vague Positioning

Visitors can't tell within 8 seconds if your site is for them

2

Weak Messaging

Your copy talks about you — not the client's problem

3**Confusing Navigation**

Too many options = no decision = they leave

4**Missing Credibility**

No proof = no trust = no booking

5**No Clear Call-to-Action**

Visitors don't know what to do next — so they do nothing

GAP 1

Vague Positioning

The 8-Second Test — Does Your Homepage Pass?

A visitor lands on your homepage and has one question: "Is this person for me?" If your headline doesn't answer that within 8 seconds — they're gone. Vague positioning is the #1 reason coaches lose clients before a conversation even starts.

■ **Clear Headline** Does your homepage headline immediately tell visitors WHO you help and WHAT transformation you provide?

■ **Specific Niche** Does your site speak to one specific type of client — not "anyone who wants to improve their life"?

■ **Pain Acknowledgment** Does your hero section name the specific problem your ideal client is experiencing right now?

■ **Outcome Promise** Do you clearly state the specific result clients achieve when working with you?

■ **The 8-Second Test** Can a stranger land on your homepage and immediately say "yes, this is for me" — or "no, this isn't"?

■ **TIP** Run the "I vs. You" test. Count the number of times your homepage says "I" vs. "you." If "I" wins — your site is a resume, not a sales system. Flip it. Lead with their pain first.

GAP 2

Weak Messaging

Are You Speaking Client Language or Coach Language?

Coaches talk about their methodology, their certification, their framework. Clients talk about their 3AM problems, the thing they can't stop thinking about, the result they desperately want. If your copy doesn't sound like your client's inner monologue — it won't convert.

- **Client-First Copy** Does your homepage lead with the client's struggle — not your credentials or story?
- **Plain Language** Is your copy free of jargon, coach-speak, and vague transformation language like "step into your power"?
- **Transformation Language** Do you describe a specific before/after — where they are now vs. where they'll be after working with you?
- **Emotional Resonance** Does your copy speak to how the problem FEELS — not just the logical facts of the situation?
- **Testimonials** Are your testimonials in before/after/result format — not vague praise like "Shawn is amazing"?

- **TIP** Pull exact phrases from client intake forms and DMs. The words your best clients used to describe their problem before working with you are the best copy you'll ever write. Use their language — not yours.

GAP 3

Confusing Navigation

Are You Making It Easy — or Overwhelming — to Say Yes?

Every extra click is friction. Every extra option is a reason to delay. Coaching websites routinely have 6+ navigation items, multiple CTAs competing for attention, and pages that go nowhere. A confused visitor doesn't take action. They leave.

- **One Primary CTA** Does every page have ONE clear action you want the visitor to take — not three?
- **Simple Navigation** Does your main menu have 5 or fewer items — eliminating anything that doesn't serve the client journey?
- **Above-the-Fold CTA** Is your primary call-to-action visible without scrolling on both desktop and mobile?
- **Logical Flow** Does your site guide visitors naturally from problem → solution → proof → action?
- **Mobile Experience** Does your site convert just as clearly on a phone as on a desktop? (70%+ of traffic is mobile.)

- **TIP** Sit someone unfamiliar with your work in front of your website. Ask them: "What does this person do, and what would you do next?" If they hesitate — that's your answer. Simplify.

GAP 4

Missing Credibility

Does Your Website Make It Safe to Say Yes?

People don't hire coaches they don't trust. Trust is built before the discovery call — on your website. If a visitor can't find proof that you've helped someone like them get a real result, they will not book. Credentials alone don't build trust. Results do.

- **Client Results** Do you showcase specific, measurable results from past clients — not just happy quotes?
- **Before/After Stories** Do you tell at least one client story that walks through where they were, what changed, and what happened after?
- **Social Proof Visibility** Are testimonials placed near your CTAs — where people need confidence most — not buried at the bottom?
- **Authority Markers** Do you display relevant credentials, media features, brand clients, or years of experience — briefly and without leading with them?
- **Professional Appearance** Does your website look like it belongs to someone at your level — or like it was built in 2015 and never updated?

- **TIP** The fastest credibility win: take one client result and turn it into a specific number. "She went from 0 discovery calls to 14 per month." That one sentence outperforms five paragraphs of credentials every time.

GAP 5

No Clear Call-to-Action

What Do You Want Them to Do — Right Now?

Most coaching websites have a call-to-action problem — either they have too many, they're buried, they're vague, or they don't tell visitors what to expect. "Learn more" is not a CTA. "Schedule a consultation to explore working together" is better — but still generic. Your CTA should feel like the obvious next step.

- **One Primary CTA Per Page** Is there one dominant action on each page — with secondary options clearly subordinate?
- **Specific CTA Language** Does your button say something specific like "Book Your Free 15-Min Diagnostic Call" — not just "Contact Me"?
- **Friction Removal** Do you tell visitors exactly what happens after they click — who they'll talk to, how long it takes, what it costs?
- **Repeated CTA** Does your CTA appear at least 3 times on your homepage — in the hero, after social proof, and at the end?
- **Lead Magnet** Do you offer a free resource for visitors not ready to book — so you capture them before they disappear?

- **TIP** Your booking page is part of the CTA system. Most coaches forget this. Add 2–3 sentences above your calendar reminding visitors what they're getting: clarity, a specific plan, and zero pressure. Remove every piece of friction.

BONUS

3 Quick Wins You Can Implement Today

1

Rewrite Your Hero Headline

Replace your current homepage headline with this formula: "I help [specific person] go from [specific pain] to [specific outcome]." That's it. Clear. Specific. Client-first. You can do this in 10 minutes.

2

Add a Specific CTA Button

Change your main CTA button from "Contact Me" or "Work With Me" to "Book Your Free 15-Min Website Diagnostic Call." Specific beats generic every time.

3

Replace One Testimonial

Find your best client result. Rewrite their testimonial in before/after/result format: "Before working with Shawn, I had 200 visitors and zero calls. After rebuilding my homepage, I booked 14 discovery calls in the first month." That's the format. Use it.

NEXT STEP

You Found the Gaps. Now Let's Fix Them.

This checklist tells you *what's* broken. A free Diagnostic Call shows you *how* to fix it — specific to your site, your audience, your offer.

■ [Book Your Free 15-Min Website Diagnostic Call](#)

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Coming May 2026

"The Coach's Website That Actually Works"

The complete playbook for turning your website into a 24/7 client acquisition system.

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