

WHY YOUR WEBSITE ISN'T BOOKING CALLS

A 10-minute audit for established coaches
whose websites get traffic but not calls



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

Shawn Brooks

YOUR BUSINESS WORKS. YOUR WEBSITE DOESN'T.

You're not struggling to find clients. You've got a practice. Referrals come in. People say good things about you. By most measures, it's working.

But almost none of it comes from your website.

Every client you've landed this year, you started the conversation. A DM. A call. A referral you had to ask for. Meanwhile your site sits there collecting visitors who read a few lines and leave without a trace.

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 found the same 5 Fatal Gaps on nearly every coaching site that gets traffic but doesn't convert. You don't need to fix all five. You need to know which one is costing you the most, and fix that first.

BEFORE YOU START — IS THIS FOR YOU?

This audit assumes two things:

- You have an established coaching or consulting practice with paying clients.
- Your website gets real traffic — at least a few hundred visitors a month.

If you're pre-launch, still building your first offer, or your site is brand new, this will be far more useful to you in six months. Bookmark it and come back when you have traffic to work with. Auditing a site nobody visits yet tells you nothing.

Everything below is built for the coach who's already getting seen and still isn't getting booked.

STEP 1 — YOUR BASELINE NUMBERS

Open your analytics before you look at a single page. Most coaches skip this and audit on instinct — which is how you end up redesigning something that was never the problem.

Write these six numbers down. They'll tell you where to focus before you read another word.

☐	Monthly Visitors	How many unique visitors did your site get last month? Write the number down — you'll need it.
☐	Monthly Inquiries	How many people booked a call, filled a form, or emailed you directly from the site? Not referrals. Site only.
☐	Your Conversion Rate	Inquiries divided by visitors. Under 1% means your site is a brochure. 2–5% means it's working.
☐	Homepage Bounce Rate	Over 70% means your headline isn't matching what brought them there — start with Gap 1.
☐	Top Landing Page	Which page do most visitors actually arrive on? If it isn't your homepage, that's the page to audit first.
☐	Time on Offer Page	Average time on your Work With Me or Services page. Under 30 seconds means they're not reading your offer.

TIP

If you can't answer these, that's your first fix — not your headline. Install Google Analytics or check your hosting dashboard before going further. You cannot fix a leak you can't measure, and every recommendation below gets sharper when you know your starting numbers.

THE MATH THAT SHOULD KEEP YOU UP AT NIGHT

Say your site gets 400 visitors a month and converts at 1%. That's 4 inquiries — and you probably chased two of them down yourself.

Now move that to 5%. Same traffic. Same offer. Same audience. That's 20 inquiries a month you didn't have to start.

That's not a new business. That's the one you already have — without the chasing.

The gap between those two numbers isn't talent, traffic, or effort. It's structure. And structure is the one variable you fully control.

THE 5 FATAL GAPS

#	GAP	WHAT IT COSTS YOU
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

1

Vague Positioning

The 8-Second Test — does your homepage pass?

A visitor lands on your homepage with one question: “Is this person for me?” If your headline doesn't answer that in 8 seconds, they're gone. Vague positioning is the number one reason coaches lose clients before a conversation ever 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 how many times your homepage says “I” versus “you.” If “I” wins, your site is a résumé, not a sales system. Flip it — lead with their pain first.

2

Weak Messaging

Are you speaking client language or coach language?

Coaches talk about methodology, certification, and 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.

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.

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, or brand clients — 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. “He went from 0 discovery calls to 14 per month.” That one sentence outperforms five paragraphs of credentials every time.

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 there are 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.

YOUR SCORE — WHERE TO START

Count your unchecked boxes in each gap. Your highest count is where you start — not the gap that feels most interesting.

GAP	UNCHECKED	PRIORITY
Gap 1 — Vague Positioning	___ / 5	
Gap 2 — Weak Messaging	___ / 5	
Gap 3 — Confusing Navigation	___ / 5	
Gap 4 — Missing Credibility	___ / 5	
Gap 5 — No Clear CTA	___ / 5	

HOW TO READ YOUR SCORE

0–5 unchecked total — Your site is in good shape. Focus on the single highest-count gap and move on.

6–12 unchecked total — Typical. You have two or three real leaks. Fix the highest-count gap first, then re-measure your conversion rate in 30 days.

13+ unchecked total — Your website is working against you. Don't try to fix everything. Start with Gap 1 — positioning fixes often close two or three of the others automatically.

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].” Clear. Specific. Client-first. Ten minutes.

2. Add a Specific CTA Button

Change your main CTA 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 and rewrite it 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

This checklist tells you what’s broken. A free 15-minute Website Diagnostic Call shows you how to fix it — specific to your site, your audience, and your offer.

You bring your live site. I’ll show you the two or three changes that would move the needle most. You leave with a prioritized plan, whether we ever work together or not.

BOOK YOUR FREE 15-MINUTE WEBSITE DIAGNOSTIC CALL

shawnbrooks.com/website-diagnostic-call/

One requirement: you need a live website with traffic.

That’s what we review together.

THE COACH'S WEBSITE THAT ACTUALLY WORKS

The complete playbook for turning your website into a 24/7 client acquisition system — the full 7-section homepage framework, all five gaps in depth, and the real before-and-afters.

Available now on Amazon: <https://amzn.to/4tDWX1g>

If you’ve already read it, a short honest review helps more coaches find it than you’d believe.