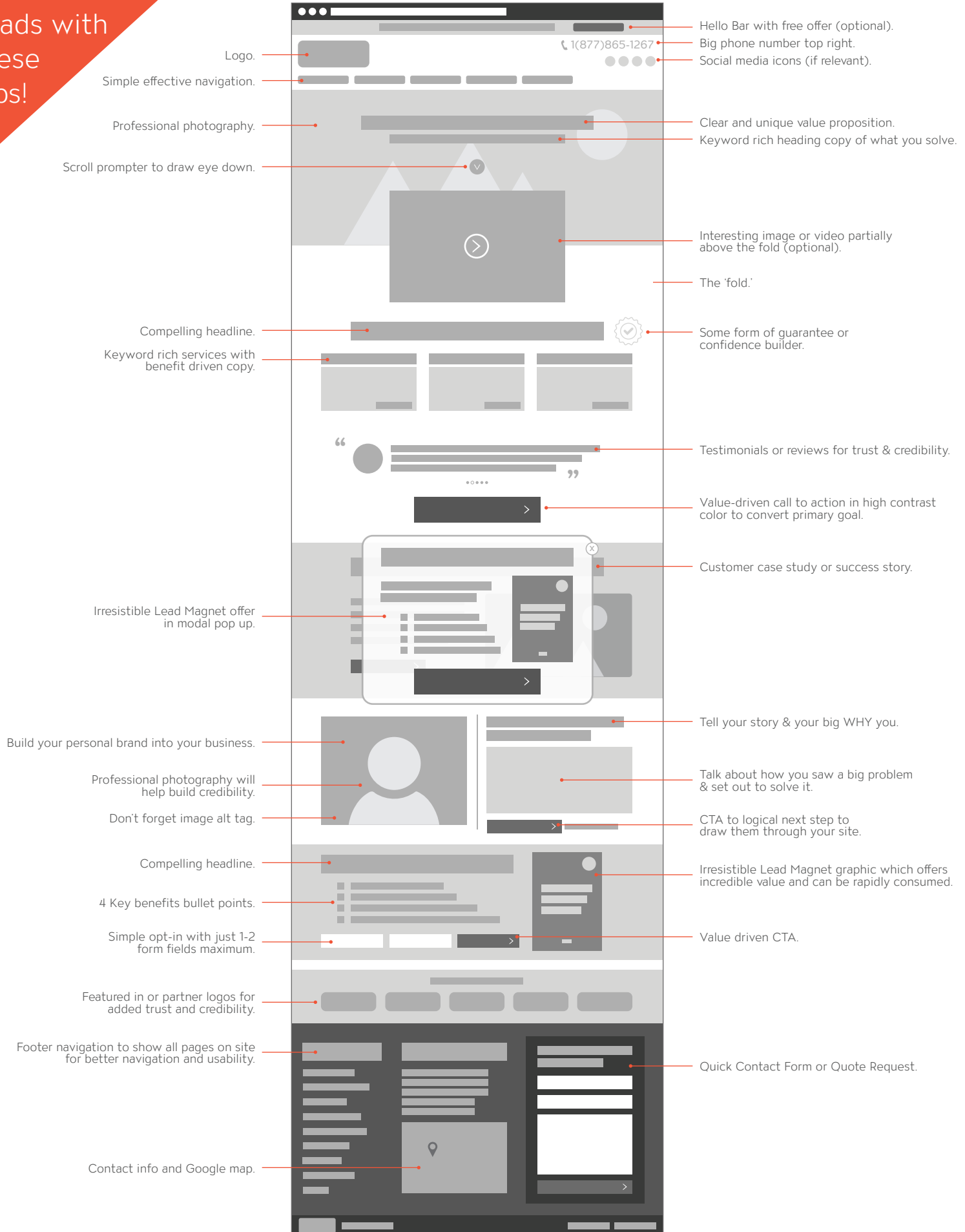


45-POINT WEBSITE CONVERSION CHECKLIST

Double Your
Leads with
these
Tips!

YOUR HOME PAGE



Take Action Now

What would it be like to get two or even three times the amount of leads you currently get now? Would you make more sales, improve your lifestyle, go on that vacation? It's important to understand that websites are living breathing things which need to be nourished constantly or they die. Schedule a regular time each week to start implementing these changes today, and start seeing results as soon as tomorrow.

KNOW YOUR GOALS

- ☐ Clear visitor path.
- ☐ Build your email list.
- ☐ Segment audience/s for better results.
- ☐ Determine primary and secondary goals.
- ☐ What action do you want visitors to take?
- ☐ Contrasting colored button for primary goal.

BUILD TRUST & AUTHORITY

- ☐ Testimonials / Reviews.
- ☐ Case studies / Success Stories.
- ☐ Key partnerships or featured in logos.
- ☐ Blog, articles, or learning center.
- ☐ Professional photos (not all photography).
- ☐ Intro/explainer video from you personally (optional).
- ☐ Trust indicators like Guarantees or Award Certification.

BEAUTIFUL BRANDING

- ☐ Professional logo.
- ☐ Strong brand messaging.
- ☐ Great-looking design aesthetics.
- ☐ Tell your story including your big WHY YOU.
- ☐ Build your personal brand into your business (if relevant/optional).

BE COMPELLING

- ☐ Benefit driven sales copy.
- ☐ Clear and unique value proposition.
- ☐ Talk about how you solve prospect's pains.
- ☐ Strong headlines and clear calls to action (CTA).

BE IRRESISTIBLE

- ☐ Keep it quick and easy to consume.
- ☐ Offer incredible value free in exchange for email.
- ☐ Surprise them with something special after opt-in.
- ☐ Create irresistible 'lead magnet' (Free Download or Video).

BE CONTACTABLE

- ☐ Use short forms.
- ☐ Place social media icons.
- ☐ Leverage Live Chat opportunities.
- ☐ Clear calls to action (CTA).
- ☐ Easy to find contact details.
- ☐ Big phone number top right.

BE SEARCH-FRIENDLY

- ☐ Image Alt tags.
- ☐ Mobile optimized site.
- ☐ Geographic location data.
- ☐ Proper inclusion and use of keywords.
- ☐ Title tags, meta descriptions, H1, H2 headings.

LEAD CAPTURE POINTS

- ☐ Hello Bar.
- ☐ Blog opt-ins.
- ☐ Lead Magnet.
- ☐ Pop up Modal.
- ☐ Exit pop up offer on leaving.
- ☐ Contact form and Google Map.
- ☐ Compelling newsletter opt-in.
- ☐ Free quote request or consultation.

PRO TIP: Optimize 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!

If you need help, contact us.