12 Keys to a Client Attractive Website™

Phase 1 Website Design		
Video with a Call to Action In this video you want to have your initial "meeting/connection" with potential clients. This is their first chance to see and learn about you. This should be "above the fold". In your video talk about who you work with and WHY!! Make that first impression.	**Your Ideal clients** By breaking down the "ideal clients" you serve, you are creating what are called "avatars". Each "avatar" has their own unique needs, situations and concerns. Speak to them each differently by connecting with their deepest issues.	**About Page** In this page. Do an "interview" style page. Talk about who you are, but MOST importantly, talk about WHY you are doing what you are doing and WHY you want to work with "those" avatars. Be sure to use a PROFESSIONAL headshot! Add other photos as well that convey "who" you are.
Phase 2 of Your Design		
Services Page On this page you'll want to list and highlight services that your ideal clients need. Make it easy for them to read and review. The reality is most people will thumb through your services but you always want to be sure they CALL you.	**Social Proof** This is your testimonials tab. This is one of the MOST important parts to your website. Testimonials with names and PICTURES work best! Use videos as well. This is where your clients will talk about how AWESOME you and your services are. People who are looking to hire someone, who come across a website with dozens of testimonials WITH pictures, will call you!	**FAQ page** It's easier to answer all the "usual" questions you receive from prospects on an FAQ page. Even if you get calls on the phone you can always refer people to your FAQ page. Talk about things like how you work, how you charge, your service area. This will also help educate people coming to your site.

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Phase 3 of Your Design		
Contact Page In your contact page give them different options to reach you. Some people are too nervous to pick up the phone, whereas others may not be email savvy. Give them options. An "entry" form is another simple tool that can be added to your website.	**Pricing Page** There are 2 schools of thought with this approach. Give them your rates and fees will eliminate any tire kickers. OR: Don't display your rates. This will give the opportunity to pick up the phone and call you so you can talk to them, 1 on 1, and let them connect with you heart to heart. If you chose NOT to display your fees, give them a "starts at" pricing so you eliminate that "fear of" your prices being "high".	**Blog** A blog is a GREAT tool and I highly recommend having one. The purpose of the blog is to combine SEO with content and information. In your blog, tackle topics and questions you get asked often when networking or meeting with prospects. It's a simple free way to empower and educate people as to how to use your services. Always remember to tie in Key "Search Words".
Phase 4 of Your Design		
Free Opt-In offer This is called an "IFO". A document/ printable/PDF. Free giveaway. This is where people can enter their name and email address for your "free" information. Once you have their name you have permission-based marketing. Now you can send them emails/updates/offers. This is "nice to have" but most clients who need you NOW will call you instead.	**Social Media Buttons** Add links to all your social media. Not necessary to gain clients but shows you as "active" and current. Add them in the header of your website in a clean consistent manner.	**Free Resources** You can always upload simple printable documents onto your website. Offer a list of services that they can print. You can also recycle any special handouts you've used during speeches or sponsorships. Another simple and great way to educate your market.