

FREE CHECKLIST

# Homepage Essentials



How to transform your website so you can enchant your dream clients and leave a lasting impression.

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## 5 HOMEPAGE ESSENTIALS

# *Checklist*



Powerful bio/introduction statement that recognizes a pain point in your audience and helps you connect with them.

Flow + Functionality - What is the user experience like? What is the ease of use like? Is it easy to navigate? Is the user quickly able to find what they're looking for?

Call to action - Are there call to action buttons that clearly tell the user what you want them to do?  
Example: Book a call or work with you?

Testimonials/Reviews - Do you have social proof?  
Your audience needs to know they don't just have to take your word for it. They need to clearly see how you've helped others.

Results oriented - a statement that clearly shows you understand their problem and how you can help them solve it.

