

MUST-HAVE CHECKLIST

For A Successful Health Coaching Website



HOMEPAGE

- ☐ Kick things off with a headline that screams, “This is who I am, and I’ve got you covered!”
- ☐ Follow up with a subheadline that speaks directly to your dream client’s heart.
- ☐ Add a hero image or video that feels warm, approachable, and totally YOU.
- ☐ Sprinkle in a clear call-to-action like “Let’s work together!”.
- ☐ Offer a sneak peek at your services or programs that makes visitors want to learn more.
- ☐ Show off with a few glowing testimonials or success stories that build instant trust.

ABOUT PAGE

- ☐ Start with a story—your why—so people can connect with the human behind the brand.
- ☐ Share credentials, certifications, and any gold stars you’ve earned along the way.
- ☐ Include a bit of personality (like why you love matcha or your secret obsession with houseplants).
- ☐ Wrap it all up with a friendly invitation to work together.

SERVICES/PROGRAMS PAGE

- ☐ Spell out exactly what you offer and how impactful it is.
- ☐ Use benefit-rich language that has your readers nodding, “Yes, this is what I need!”
- ☐ Make it easy to see what’s included (so there’s no guesswork).
- ☐ Add jaw-dropping success stories to showcase your magic.
- ☐ Calm any hesitations with an FAQ section for those “What if…” moments.

BLOG/RESOURCES PAGE

- ☐ A treasure trove of wisdom (recipes, mindset tips, quick wellness wins—oh my!).
- ☐ Organize everything into simple categories that are easy to browse.
- ☐ Offer a little freebie magic to turn curious readers into raving fans.

- ☐ Keep it simple and personal—a quick hello form works wonders.
- ☐ Share an email address or other ways to reach you (because sometimes people want options).
- ☐ Make scheduling a breeze with a built-in booking tool.
- ☐ Add a finishing touch with your social links so they can follow along.

TESTIMONIALS/SUCCESS STORIES PAGE

- ☐ Collect all those client love notes and showcase them in one glowing gallery.
- ☐ Let your happy clients do the talking—bonus points if you use photos or quotes that pop!
- ☐ Feature different wins (big and small) to show you're the go-to guide for any journey.

WORK WITH ME PAGE (OPTIONAL)

- ☐ A dedicated space to outline all your offers and how they're tailored to your client's dreams.
- ☐ Make it scannable with sections or tabs that spell out the deets.
- ☐ Add a personal welcome note or a quick intro video to make it feel extra inviting.

PRIVACY POLICY PAGE

- ☐ It's the fine print, but it doesn't have to be boring! Ensure your website is up to snuff with a privacy policy that covers cookies, data use, and all the serious stuff.

BONUS IDEAS FOR EXTRA GLOW

- ☐ Lead Magnet Page: Make signing up for your freebie irresistible with a gorgeous landing page.
- ☐ FAQs Page: Got questions? This is your spot to answer everything from "How do sessions work?" to "What should I expect during our time together?"
- ☐ Media/Press Page: If you've been featured, flaunt it! Add logos, links, or photos to your media section for extra street cred.
- ☐ Shop: Got products or resources? This page is your go-to for selling without the overwhelm.

Is your website set up for success? If not, let's talk about how we can change that! :)