



ON REPEAT

Your Ultimate Home Page Checklist

we make you look good

We love to make you look good! And create websites that **WORK** for you. They are your most cost effective staff member ;) This checklist shows you all the elements we use to create a high-converting home page. Have you got all these elements to grow your service-based business and start attracting the right clients to build a business you love?

- HIGHLIGHT THE BENEFITS**
Instead of wasting time saying 'welcome to my website', get in there and let people know what they have to gain by working with you. A powerful headline that is benefit driven works wonders to instantly connect.
- WHO ARE YOU?**
Chances are the people viewing your site have never met you. Let them know about you, your business story and what differentiates you from the rest.
- CREDITABILITY**
Social proof is powerful, so featuring some testimonials on your home page will show your dream clients that you're the real deal. Also include any awards or recognition you have received.
- WHO YOU HELP?**
As much as you might think you want to, you can't serve everyone. Get clear on those people you serve best and highlight the reasons you are the ideal fit for them.
- THE FRUSTRATIONS THEY WON'T HAVE**
Your dream client may have been burned by your industry in the past. How will you alleviate those risks they fear? Show them you understand where they are at by talking about their problem.
- THE YAY FACTOR**
Go into detail about the benefits of working with you/your business. Yes explain WHAT you do, but be specific about how life will be during and after they choose to work with you. Paint that picture.
- A CALL TO ACTION**
You know, sometimes people need to have things spelled out. Remind them what to do once they've decided you are what they need. Whether it's to phone you, make an appointment or BUY, tell them how.
- PHOTOS**
Great photos (and videos!) are SO important to your site. Think of a retail store without big shop windows and how hard it has to work to get people to come inside. Visual works. And that includes photos of YOU. They give visitors to your site a better sense of who you are which helps to build trust & rapport. People want to work with good people so say cheese!
- AN OPT-IN BOX OR ENQUIRY FORM**
Include an opt-in box on your home page to encourage people to sign up to your email list and/or have an enquiry form so people can get the right info to you quickly and easily.

NEED MORE HELP?

After designing over 20 websites we have created the On Repeat Content Structure Planner that can really help you craft your content. Or, even better, we can write it all for you as we build your brilliant website!

repeatable.