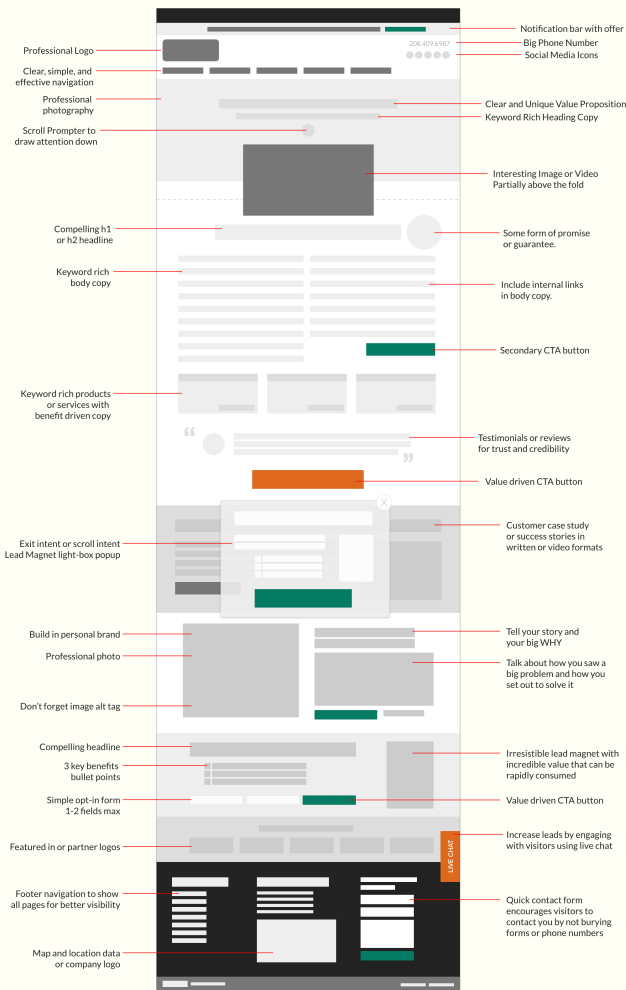


# HOW TO OPTIMIZE YOUR WEBSITE HOMEPAGE



## ACTION STEPS

What would happen for your business if you had 2-3 times the number of leads and inquires as you do now? Schedule time each week to implement these changes and you will begin to see results.

If you don't have the time or knowledge, then hire someone to help.

### KNOW YOUR GOALS

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

### BUILD TRUST & AUTHORITY

- Testimonials / Reviews
- Case studies / success stories
- Partnerships or featured in (logos)
- 100% Money-Back Guarantee
- Blogs, articles, or learning center
- Professional photos (no stock photography)
- Intro/explainer video from you personally

### BRANDING

- Professional logo
- Strong brand messaging
- Great-looking design aesthetics
- Tell your story including your big WHY
- Build your personal brand into your business

### BE COMPELLING

- Clear and unique value proposition
- Benefit driven sales copy
- Strong headlines and clear CTAs
- Talk about how you solve prospect's pains

### BE IRRESISTIBLE

- Create irresistible 'lead magnet'
- Offer incredible value in exchange for email
- Surprise them after opt-in
- Keep it quick and easy to consume

### BE CONTACTABLE

- Big phone number top right
- Social media icons
- Easy to find contact details
- Short forms
- Clear calls to action (CTA)
- Live chat installed

### BE SEARCH FRIENDLY

- Proper inclusion and use of keywords
- Title tags, meta descriptions, H1, H2 headings
- Image Alt tags
- Minimum 500 words of keyword rich copy
- Geographic location data
- Mobile-first optimized site
- Internal linking to other pages

### IMPROVE LEAD CAPTURE

- Hello Bar
- Compelling newsletter opt-in
- Lead Magnet
- Blog Opt-Ins
- Free quote request or consultation
- Popup lightbox
- Exit popup offer on leaving
- Primary and secondary calls to action
- Contact form

**IMPORTANT TIP:** Do not spend money on SEO or PPC until you optimize your website and your automated lead nurturing funnels.

**DO YOU NEED HELP DESIGNING YOUR WEBSITE HOMEPAGE?**

VISIT [WWW.NATHANBRAY.NET](http://WWW.NATHANBRAY.NET) TO SCHEDULE A COMPLIMENTARY STRATEGY CALL.