25-POINT

Website Checklist

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Welcome!

Hi! I'm Mui Tsun, the chief tech wiz at **Tech Potions**.

You've done the hard work of attracting visitors to your website. Now that they have landed on your site, your challenge is to keep them engaged enough to find out more about what you have to offer and, even better, to leave you with their email addresses so that you can connect and communicate with them in the future.

There are many factors that can cause your visitors to click the back button in a few seconds. Below is a 25-point checklist to make sure that your potential clients stay on your site for as long as possible and leave with a good impression. Your goal is so that they not only remember you, but come back for more.

Enjoy!

Mui
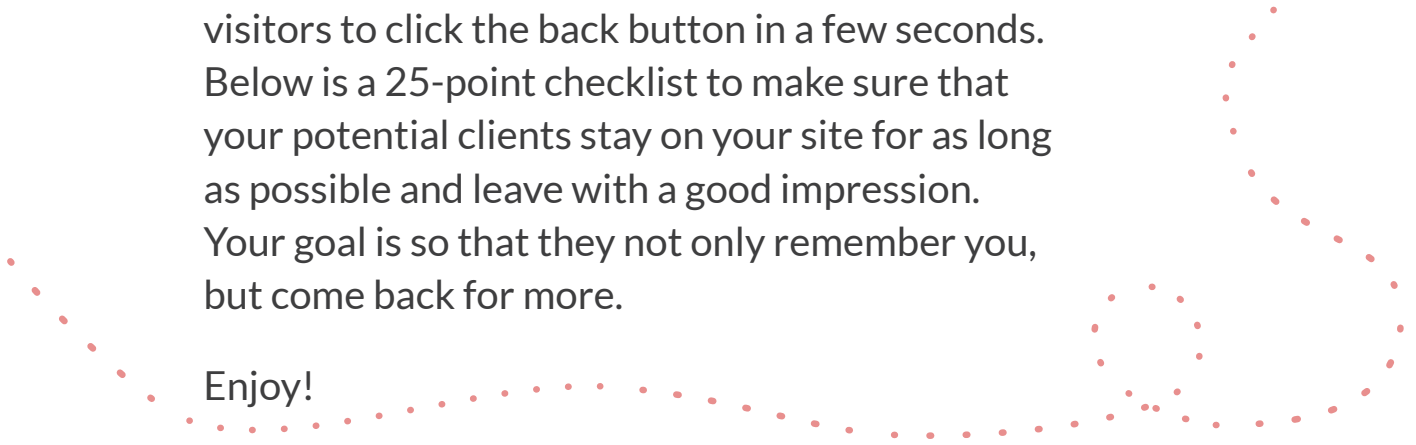
1. Know your ideal clients

Your website needs to speak to your ideal clients. That means you need to be super clear on what type of clients you are trying to attract. Otherwise how would you know how to attract them? Sounds obvious, right? Yet so many people miss out this vital step and rush out to create their websites without giving this any thought.

People have specific problems they need solutions to. If you are not clear on your audience, you will find it difficult to tailor your copy and to stand out from the crowd. Don't be afraid to really zoom in and be specific about who you want to serve. In fact, the more specific you are the better.

2. Know the outcomes your ideal clients desire

As a business owner, your job is to help people achieve the outcomes they desire. So, if you sell clothes, you are not really selling clothes, you are helping people feel good about themselves. Here's another way of putting it: People don't want a bed. They want a good night's sleep.

As an example, I help my clients with their tech problems. And here are some of the things my ideal clients desire:

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- Have a polished high-end website to showcase her expertise.
- Make money doing what she loves.
- Be regarded as an expert in her field.
- Have a sales funnel in place to attract the right clients on auto pilot.
- Gain credibility and respect from potential clients.
- Have a business that allows her to work around her young family.

When you know what outcomes your ideal clients desire, you can tailor your website content and offerings to really engage and connect with them.

So if you know that having time to spend with family is important to your ideal client, make sure you emphasise that in your website copy.

3. Speak directly to your target audience

Your website copy should speak directly to your target audience. Use a conversational tone rather than corporate-style speak. Use "you" as much as possible instead of "I, we, they". Your readers will feel like you're addressing their problems directly and they'll feel more connected to you.

4. Make it about them, not you

Let's be honest, nobody really cares that you started your business in 2012, or that you have 5 employees. Your visitors don't want to read through your boring mission statements. What they are really

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interested in is how you can help them. AKA: What's in it for me? Why should I care?

Your website shouldn't be all about you, not even on your About page! It should be about your potential clients.

By all means talk about yourself, your products and your services, but the focus needs to be on addressing the needs and desires of your audience. Talk about how your life and work experiences make you the perfect person to solve their problems. Always bring the focus back to them.

When you talk about your products and services, don't just go on about how great they are. Mention how they relate to your clients' problems and how they can improve their lives.

5. Show you understand their problems

Do you understand and have empathy for your ideal client's problems and pain points? Tell them clearly that you've been where they are and how you felt when you were struggling with the same problems.

6. Show that it is possible

Show them that what they want to achieve can be done. Do this by either sharing your personal experience, or how your past clients have been able to overcome their problems and achieve what they wanted by working with you. Show your visitors that there is hope.

7. You are part of the solution

For personal brands, what makes your business unique is YOU. Nobody else is quite like you. Don't worry about what your competitors are doing, concentrate on how you can bring your unique blend to the table. Show how your life and work experiences make you the perfect person to solve your clients' problems.

8. Be specific

Is your website copy specific enough? Vague descriptions of what you do will cause doubts in your visitors' mind and leave their questions unanswered, which will lead to them leaving your site. Tell your visitors exactly what you do and how you can help them. Give examples of how you have helped people just like them in the past by using testimonials and client case studies, etc.

9. Answer questions

Your website should answer questions, soothe fears and guide your potential clients to the help and support they are searching for. Anticipate your readers' doubts and fears, and make sure you address them in your website copy.

10. Overcome objections

Your readers will have mental objections as to why they shouldn't work with you. Here are some common objections that you need to address:

- "You're too expensive!"
- "I can do this on my own."
- "How does it work?"
- "Will it work for me?"
- "How do I know you're telling the truth?"
- "I don't know who you are."

11. Write in a conversational style

Your website copy is not your doctoral thesis. It is your chance to connect with your target audience. Your writing voice and tone should have a conversational feel. Use words and phrases your target market can identify with. Avoid jargons.

12. Use short sentences and paragraphs

Most people find it easier to read shorter paragraphs and sentences. Long paragraphs can make your copy look too dense and off-putting. Avoid complicated sentence structure and flowery language. Simple and short sentences make the copy flow better.

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13. Use headings and sub-headings

If your website pages are all a sea of text, go and add some headings! Headings help your readers navigate around your content, make it more readible and easier to extract information. Proper use of headings also improves SEO.

14. Use visual content

A sea of text is boring. Don't believe me? Just imagine what a magazine or newspaper would look like if there were no pictures!

Always use good quality images. Poor quality visuals give the impression of untrustworthiness and can harm your credibility.

Types of visual content you can use:

- Images
- Videos
- Charts / diagrams
- Screenshots (great for tutorials)
- Infographics
- Slideshows

Don't forget to show plenty of pictures of yourself. This is a big factor in building trust with your potential clients. Nobody wants to do business with a faceless entity. If you still need to get used to showing your face on the internet, at the very least include a photo of yourself on your About page.

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15. Have a consistent style and tone

First impressions count! In fact, research shows that you have about 8 seconds before your visitors will decide whether they are staying or leaving. Inconsistent style / tone and conflicting messages on your website will cause confusion in your readers' mind and cause them to lose interest.

16. Make your site easy to navigate

Is your website clearly laid out and easy to navigate, or cluttered and chaotic? A cluttered website makes it difficult for your visitors to get the information they need quickly because they are being constantly distracted. It also drowns out your message, making it hard for them to see what you have to offer.

17. Avoid invasive content

Don't automatically play music or video on your website. It's just plain annoying. Let your visitors control how they want to experience your site. Common courtesy, really.

If you show advertisements on your site, make sure they don't look spammy or you'll risk losing your visitors' trust. Too many ads can also be distracting, especially if they contain moving and/or flashing elements.

18. Make your site mobile-friendly

Your website needs to be mobile responsive, so that all your pages display clearly and attractively on tablets and mobile devices. Many more people are browsing on the go these days. If your website looks ugly on the move, people will click the back button. Also, Google search will penalise your website if it's not mobile-friendly.

19. Show your credibility

Your first-time visitors won't have heard of you and won't know who you are. You need to convince them you're someone they can trust. Include testimonials and social proofs from past clients throughout your site. If appropriate, show your qualifications and professional memberships clearly. Include numbers and results on the outcome for past clients.

20. Establish your expertise

Use your website to position yourself as an expert and authority in your field. Blogging is a great way to do this. Use your blog to write about issues that relate to your niche and your audience's pain points. Show how you can help. Offer tips and advice to your readers to help them overcome problems. A word of warning, avoid using your blog to only promote your business or you will turn people away very quickly.

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21. Share free resources

Very few people will decide to work with you or buy from you the first time they come across you. They need to trust you first. Are you really as amazing as you say you are? Are you going to deliver what you promise? Are your services worth the money you're charging? That trust cannot be built in one day. It's a gradual process.

Sharing free resources with your visitors is a great way to build that trust. It gives your potential clients a chance to gauge the quality of your services, and to get a taste of what it's like to work with you.

22. Offer a lead magnet

In case you don't know already, a lead magnet (also called a freebie or an opt-in) is an incentive placed on your website to entice your visitors to subscribe to your mailing list. Basically you're saying to them: "Please accept this free gift in exchange for your name and email address."

Once you have access to their email addresses, you can communicate with and market to them in the future. So, your lead magnet not only gives your potential clients a taste of your services, you also get to keep their emails on your email list.

Your lead magnet can take many formats. For example:

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- eBook
- Checklist
- Report
- Video training
- Sample chapters of a book
- Discount
- Survey
- Assessment
- Guide
- Cheat sheet
- Resource kit
- Tutorial
- Free trial
- Quiz
- Swipe files
- Free consultation

23. Know the purpose of each page

Are you clear on what you want your visitors to do on each page? I strongly advice "One page. One goal."

For example, on your About page, where your readers can find out more about you and how your experiences make you the perfection solution to their problems, your goal may be for them to contact you for a free consulation. On your Work With Me page, your goal will be to educate your readers about your services and for them to learn more about each.

Don't give your visitors too many options on the same page or they will go into paralysis. Should they try your free demo? Should they download your ebook? Should they check out your video? Should they telephone you for a quote? If you overwhelm your visitors, they'll take the easy way out and leave your site. Because not making a decision is easier than picking from too many choices.

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24. Have a clear call-to-action on each page

This is closely tied to the previous point. With a clear goal on each page, your copy on that page should gently guide your visitors in a direction that will lead to their goal. And you need a strong and clear call-to-action to tell them what to do. Don't automatically assume that they'll know what to do. Tell them. Don't be shy!

If you want them to schedule a consultation. Tell them to schedule a consultation. If you want them to subscribe to your mailing list. Tell them to subscribe to your mailing list. If you want them to sign up for your lead magnet. Tell them.

You get the idea :)

25. Make it easy to work with you

This may be obvious but make sure it's easy for your potential clients to find out how to work with you. What exactly are your offerings? Is it on a 1-to-1 basis? Is it a group program? Or do you do both? Do you also have digital products available? Make sure everything is clear to your visitors and they don't have to dig for the information.

Make it easy for them to book a call with you without having to go back and forth for a mutually convenient date. There are many online scheduling tools out there you can check out.

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Last, but not least...

Your website is never done. It is an on-going project. And that is exciting! Your business will evolve. Your offerings will change, and so will your target audience. You know your business best. So don't be afraid to experiment and see what works best for you.

If you've found this guide helpful, please check out my website **techpotions.com** for more tech resources and tips to help you build a successful business without the tech headaches. There's bound to be a tech potion to suit you!

And if you questions about anything techie, just drop me an email at **mui@techpotions.com**

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