

5 TIPS FOR A WINNING WEBSITE

Websites should offer a service, not just lip service. Make sure that your coaching website actually offers something to a visitor. Here are five pointers that will help turn a passerby into someone who will stay to learn more, or even more importantly, convert to a contact and / or client. By offering these options for visitors, you can turn a "potential" client into an "actual" client.

Get Their Email Addresses – A Clear Way To Communicate / A Clear Call To Action

A good way to get a lurker to introduce himself is to offer a resource that can't be accessed without an email address. This could be a newsletter, a free online coaching video, a subscription, or anything else, as long as it stands behind a wall where the key is contact information. Once that is given, use it to slowly introduce subscribers to your work.

Give the Visitors Scheduling Options – A Clear Call To Action

People like to have options to schedule, reschedule, and cancel appointments at their convenience. One way to provide convenience is an online calendar that clients can use for scheduling without your involvement.

Be Bold On Your Landing Page - Be Clear About What You Have To Offer

Now is not the time to be bashful, but to be bold! When someone checks out your website, you need to clearly illustrate what you specifically do that is better than the rest. Do this by having a small attention grabbing statement, or perhaps record a video interview so that visitors can get an idea of who you are.

Help Visitors Move Thru The Website (and Sales Funnel)

While it takes more effort on your (or web developer's) part, set up "milestones" for your sales cycle and help the user navigate from "interest" to a "conversion". This will allow visitors to hire you immediately instead of them "bouncing" off your site to the next one. If done correctly, once they learn more about you, they won't be able to stay away.

Respond to Best Questions from your Ideal Client – Clear and Concise

This would essentially be the Frequently Asked Questions area of your website. Presumably, a lot of potential clients will have the same sorts of problems, so why not have a section that lists popular questions and answers? This lets visitors to the website know that other people have had their problems, and that you know how to address those particular issues.

