14-Point Client Attraction Cheat Sheet

The number one goal of your website is to attract potential clients and customers. You also want them to join your email list so that you can keep in touch with them.

Here is a handy 14-point checklist for you to give your website a quick audit.

1. Does your website make a great first impression?

Design Matters. It doesn't matter how good your offerings are, if your design looks amateurish, cluttered or dodgy, nobody is going to give you a second thought. All it takes are few seconds and your visitors are gone – poof. They have too much to do and time is precious.

While you don't have to spend a fortune on design, you also do not want to look "spammy". **Your readers want a clean, easy to use experience, if you deliver on this, you have won half the battle.**

2. Does your homepage make it really clear who your target audience is?

Your website should call out your audience. It should catch their attention and speak to them directly. The website should actually let people know who it's not for.

Get specific with your target audience. **If you set out to attract everyone, you end up appealing to no one. Start with your products and services. What problem are you solving? Who needs your product or service?** The narrower you define your target market, the easier it gets to resonate with your ideal customer.

3. Does your homepage clearly communicate what you do?

Articulate a compelling and tangible benefit for your audience. When somebody lands on your website for the first time, they should immediately see what you do but more importantly, they should understand how you can help them. It's not about what you do, it is how you can help your audience get what they need.

Be clear and consistent in your message. Use these elements to send a clear message: Your title and tagline, headline, popular posts, free opt-in offer and call to action.

4. Does your website clearly spell out your Unique Selling Proposition?

If you are you struggling to establish your uniqueness **or Point of Difference (POD),** don't stress. You are not alone and it takes years to build a successful brand. That being said, you need to figure out what is different about you. What will make other readers take notice? How can you stand out?

Here is a little exercise that will help you get going in the right direction. It will help you determine your point of difference.

Answer this question:

I am different than other _____ (service providers) because I help you _____ (solve a specific problem) so that you _____ (achieve a desired result).

5. Does your website demonstrate your credibility and authority?

Increase your website trust factor by adding these elements:

As seen on logos. List the places where you have been published, interviewed, quoted or featured on.

Testimonials. List the nice things people are saying about you.

Clients List. People don't want to be the only ones signing up to your list or buying from you. Show off your list of clients.

6. Does your website have any social proof?

People follow others lead. They want to go where others already are. And this is the power of social proof.

When somebody visits your website, and it's hopping with activity, they think, 'wow, this seems like a good place to explore'. They see people tweeting, liking, pinning, commenting and they will assume that the offerings are really good.

On the other hand, when the blog looks like a ghost town, people decide that the place must not be worth checking out. So spend some time building social proof.

7. Does your about page do a good job of 'selling' you?

Pay attention to your about page as people visit it frequently. You want to use this to build rapport and start developing a deeper connection with your new audience.

Introduce yourself briefly and then tell people how you help them.

Tell them your story – why you started this business and why they should care. Finally, give your credentials, professional qualifications, brief summary of relevant experience and some personal titbits.

Don't write your about page in a third person's voice.

8. Do you make it easy for people to buy?

Put up a 'work with me' or 'hire me' page where people can see it clearly. Don't be shy.

Hire a copywriter to write or review your services or sales page.

Make the next steps clear (like downloading a free report) if you are not selling anything yet.

9. Are you capturing email addresses?

The number one objective of any website is to collect leads – email addresses of people who are likely to buy from you.

Build your list from day one and nurture these people. Remember, money is not in the list but in the relationship you have with your subscribers.

10. Do you offer the perfect opt-in incentive?

A perfect opt-in incentive is specific and something that can be consumed in five minutes or less. Offer a report, checklist, cheat sheet or a hack. You can also do a short video tutorial.

Depending on your audience, you may offer an email course, an ebook or a webinar, but you will do heaps better with a highly specific, concise freebie that solves a problem and rewards the reader with instant gratification.

11. Do you have a designated squeeze page for your opt-in offer?

Create a squeeze page to give more detail about your opt-in offer and entice people to sign up. You should have these elements on your opt-in page. These are essential for your success.

1. **The headline:** Catch attention with your headline instantly.
2. **The benefits:** Tell by teasing, usually with fascinating bullet points.
3. **The call to action:** Expressly tell people to sign-up.
4. **The opt-in form:** Have a way for them to sign-up.

12. Have you placed your opt-in forms in the right spots?

Remind people that need to join your list. Here are some great places to add opt-in form boxes.

- Your sidebar/ under your header (horizontal bar opt-in)

- After every blog post

- On your about page, contact and services page

13. Do you showcase your best content on your website?

Create content to attract your perfect audience. Your perfect audience is your ideal reader who finds your content through social and search, gets massive value from it, joins your list, becomes interested in your products and services and becomes your customer over time.

This is why you publish high relevant, highly useful content in the first place: to create K-L-T (Know, like and trust). And you want to make it really easy for people to discover your best content. Add links to sidebar and link to older posts within your recent blog posts.

14. Did you add calls to action after your blog posts?

Add social media buttons and ask people to share your content but don't give them too many choices.

Research shows that if you give people too many choices, they will won't take any action. Think about the two or three social media platforms you are most active on and ask people to share in those places.

So there you have it. That's everything you need to be doing right so you are selling bucket-loads of your products and services.

On the next page, you will find a checklist to print out.

Good luck!

Here's the 14-point checklist

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☐ **Does your homepage make it really clear who your target audience is?**

☐ **Does your homepage clearly communicate what you do?**

☐ **Does your website clearly spell out your Unique Selling Proposition?**

☐ **Does your website demonstrate your credibility and authority?**

☐ **Does your website have any social proof?**

☐ **Does your about page do a good job of 'selling' you?**

☐ **Do you make it easy for people to buy?**

☐ **Are you capturing email addresses?**

☐ **Do you offer the perfect opt-in incentive?**

☐ **Do you have a designated squeeze page for your opt-in offer?**

☐ **Have you placed your opt-in forms in the right spots?**

☐ **Do you showcase your best content on your website?**

☐ **Did you add calls to action after your blog posts?**

About Marya Jan

Marya Jan is a business coach. She works closely with smart women entrepreneurs – like yourself – who have been in business for 18 months or less. She knows what it's like to be you because she was there not too long ago.

Her mission is to make your first year in business feel like your third. It took her three years to grow a successful business and she wants to help you get there, sooner rather than later.

Marya's formal qualifications include an MBA (Marketing), Bachelor at Law and Post Grad Diploma in Education. She has over 10 years' experience working in academia and marketing. She has been published on some of the leading marketing, blogging and writing blogs. She has worked with multiple clients and it would be her absolute pleasure to help you reach your goals, too.

When she is not working, she enjoys spending time with her two boys (11 and 7) who love technology too much – and a husband who loves footy. She is a foodie and perfume lover and a big introvert.

Catch her story at Writing Happiness.

Like her on Facebook or follow her on Twitter. She is very friendly! ☺