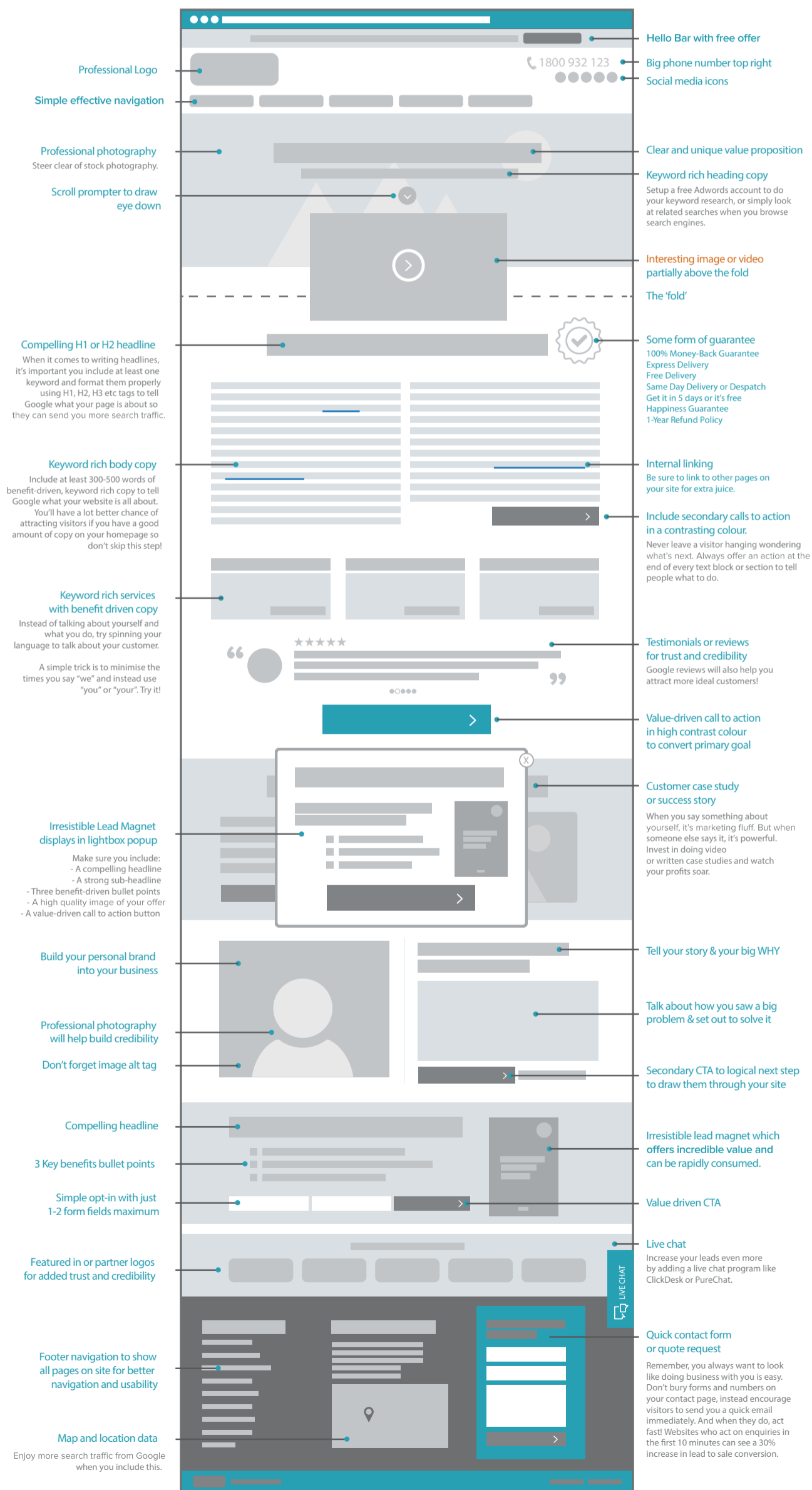# 47-Point Homepage Checklist

Attract, connect and convert more visitors into buyers with the ultimate checklist. Put your website sales into overdrive.

DOUBLE YOUR LEADS
IN 7 DAYS OR LESS

Professional Logo

Simple effective navigation

Professional photography
Steer clear of stock photography.

Scroll prompter to draw eye down

Compelling H1 or H2 headline
When it comes to writing headlines, it's important you include at least one keyword and format them properly using H1, H2, H3 etc tags to tell Google what your page is about so they can send you more search traffic.

Keyword rich body copy
Include at least 300-500 words of benefit-driven, keyword rich copy to tell Google what your website is all about. You'll have a lot better chance of attracting visitors if you have a good amount of copy on your homepage so don't skip this step!

Keyword rich services with benefit driven copy
Instead of talking about yourself and what you do, try spinning your language to talk about your customer.

A simple trick is to minimise the times you say "we" and instead use "you" or "your". Try it!

Irresistible Lead Magnet displays in lightbox popup

Make sure you include:
- A compelling headline
- A strong sub-headline
- Three benefit-driven bullet points
- A high quality image of your offer
- A value-driven call to action button

Build your personal brand into your business

Professional photography will help build credibility

Don't forget image alt tag

Compelling headline

3 Key benefits bullet points

Simple opt-in with just 1-2 form fields maximum

Featured in or partner logos for added trust and credibility

Footer navigation to show all pages on site for better navigation and usability

Map and location data
Enjoy more search traffic from Google when you include this.

Hello Bar with free offer

Big phone number top right 📞 1800 932 123

Social media icons

Clear and unique value proposition

Keyword rich heading copy
Setup a free Adwords account to do your keyword research, or simply look at related searches when you browse search engines.

Interesting image or video partially above the fold

The 'fold'

Some form of guarantee
100% Money-Back Guarantee
Express Delivery
Free Delivery
Same Day Delivery or Despatch
Get it in 5 days or it's free
Happiness Guarantee
1-Year Refund Policy

Internal linking
Be sure to link to other pages on your site for extra juice.

Include secondary calls to action in a contrasting colour.
Never leave a visitor hanging wondering what's next. Always offer an action at the end of every text block or section to tell people what to do.

Testimonials or reviews for trust and credibility
Google reviews will also help you attract more ideal customers!

Value-driven call to action in high contrast colour to convert primary goal

Customer case study or success story
When you say something about yourself, it's marketing fluff. But when someone else says it, it's powerful. Invest in doing video or written case studies and watch your profits soar.

Tell your story & your big WHY

Talk about how you saw a big problem & set out to solve it

Secondary CTA to logical next step to draw them through your site

Irresistible lead magnet which offers incredible value and can be rapidly consumed.

Value driven CTA

Live chat
Increase your leads even more by adding a live chat program like ClickDesk or PureChat.

Quick contact form or quote request
Remember, you always want to look like doing business with you is easy. Don't bury forms and numbers on your contact page, instead encourage visitors to send you a quick email immediately. And when they do, act fast! Websites who act on enquiries in the first 10 minutes can see a 30% increase in lead to sale conversion.

TAKE ACTION NOW

What would it be like to get three times the amount of leads you currently get now? Websites are living breathing things which need to be nourished constantly or they die. So schedule a regular time each week to start implementing these changes today, and start seeing results as soon as tomorrow.

KNOW YOUR GOALS

- [ ] Determine primary and secondary goals
- [ ] What action do you want visitors to take?
- [ ] Contrasting coloured 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
- [ ] Blog, articles or learning centre
- [ ] Professional photos (not stock photography)
- [ ] Intro/explainer video from you personally

BEAUTIFUL 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 calls to action (CTA)
- [ ] Talk about how you solve prospect's pains

BE IRRESISTIBLE

- [ ] Create irresistible 'lead magnet'
- [ ] Offer incredible value free in exchange for email
- [ ] Surprise them with something special 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
- [ ] At least 500 words of keyword rich copy
- [ ] Geographic location data
- [ ] Mobile optimised site
- [ ] Internal linking to other pages

LEAD CAPTURE POINTS

- [ ] 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

PRO TIP: Optimise your website for conversions and setup your automated sales and nurturing funnels BEFORE you spend money driving traffic to it. There's no point filling a leaky bucket!

TOM DOYLE MEDIA

7 FATAL WEBSITE MISTAKES COSTING YOU SALES!

1 YOUR WEBSITE COPY IS **LONG AND WINDED!**

2 YOU'RE USING A CHEAP BUT SLOW **WEB HOST!**

3 YOU HAVEN'T DESIGNED **TRUST AND CREDIBILITY** INTO YOUR WEBSITE!

4 YOU DON'T HAVE AN EFFECTIVE SALES **CONVERSION PLAN!**

5 YOU'RE NOT GRABBING THEIR DETAILS **BEFORE THEY LEAVE!**

6 YOU'RE NOT TELLING THEM **WHAT TO DO!**

7 YOU DON'T FOLLOW THROUGH WITH **SMART EMAIL MARKETING**