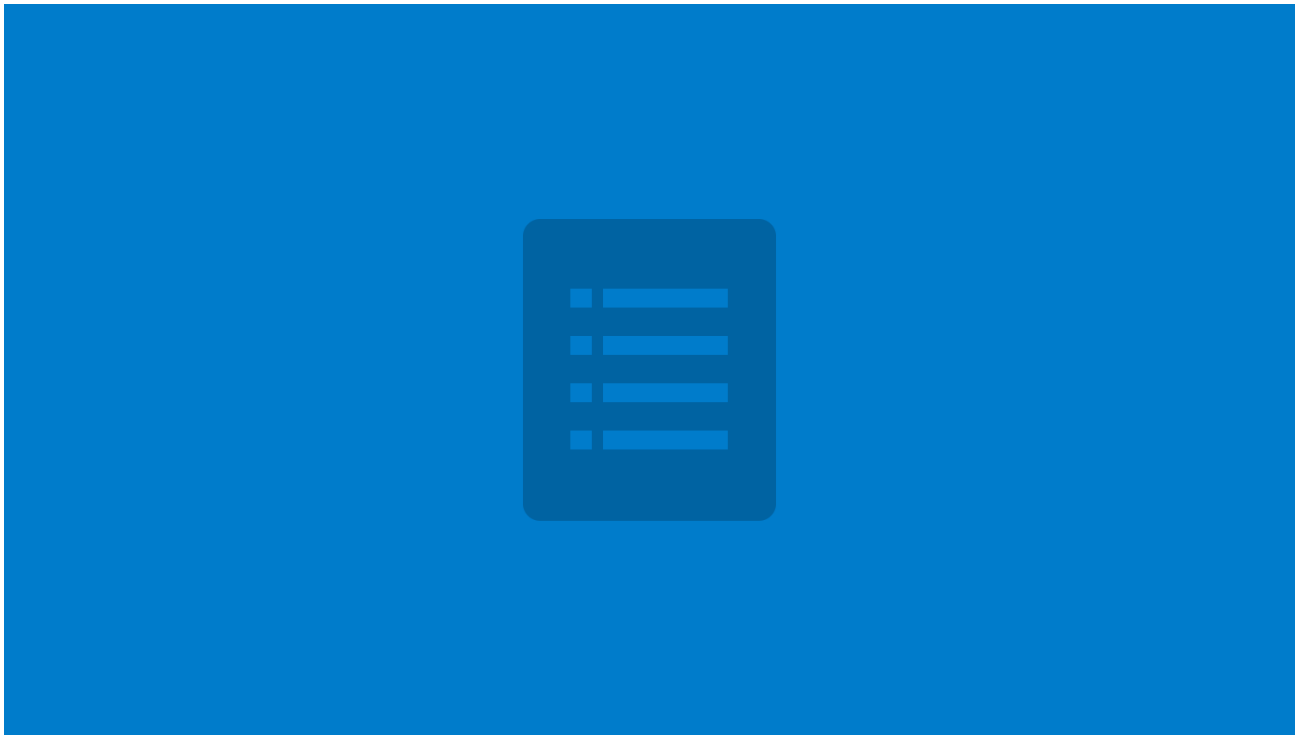
The Ultimate Home Page Checklist

Your home page is traditionally the most visited page on your website. In just a few split seconds, the people who land there are going to decide whether or not they should stick around, which means your copy has to spark an instant attraction.. .and every word counts



- [ ] This checklist will help you Kite a high-converting home page, so you can grow your service-based business and start attracting more clients straight away.
- [ ] Make sure your home page includes the following elements:

A BENEFIT-DRIVEN HEADLINE

- [ ] Start off with an enticing headline that emphasizes the outcomes of working with you.

WHO YOU ARE

- [ ] Whether you're a blogger or a small business owner, it's important to introduce yourself early on.

WHO YOU HELP

- [ ] Make it clear who you serve, so visitors to your site will immediately know that you're a good fit.

THE PROBLEMS YOU SOLVE

- [ ] What is your dream client struggling with? Show her that you understand what she's going through by talking about her problem.

THE BENEFITS OF WORKING WITH YOU

- [ ] Briefly describe your services and then go into more detail about the benefits Of working With you. What Will life be like afterwards? Be as specific as possible!

A CALL TO ACTION

- [ ] Encourage people to find out how they can work With you by including a strong, attention-grabbing call to action at the end of your copy.

A PHOTO OF YOU

- [ ] Include a photo of you! It will give visitors to your site a better sense of who you are and help them get to know you.

TESTIMONIALS

- [ ] Social proof is powerful. so featuring Some testimonials on your home page will show your dream clients that you're the real deal.

AN OPT-IN BOX

- [ ] Include an opt-in box on your home page to encourage people to sign up to your mailing list.

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