



A Website Refresh

in 7 easy steps

You have 8 seconds or less to capture the attention of your website visitors. Learn the 7 must-haves when it comes to creating an irresistible website!



Heyyy! I'm Jessica

Thanks so much for downloading my free guide with 7 easy tweaks you can make to your homepage to help you double or triple your client leads!

These items can have a huge impact on the effectiveness of your site and I am so excited that you are ready to learn more about them.

Your website can make or break your business and I'm here to help you make the most of it so you can better attract your ideal client and make more money.

My website templates are designed with these 7 principles integrated into them to help make your life easier! I also provide an easy, step-by-step course that helps you with all things tech so that building your website is breeze.

Let's walk through them and don't hesitate to reach out to me with any questions!

Jess Gingrich



One

CLEAR TAGLINE

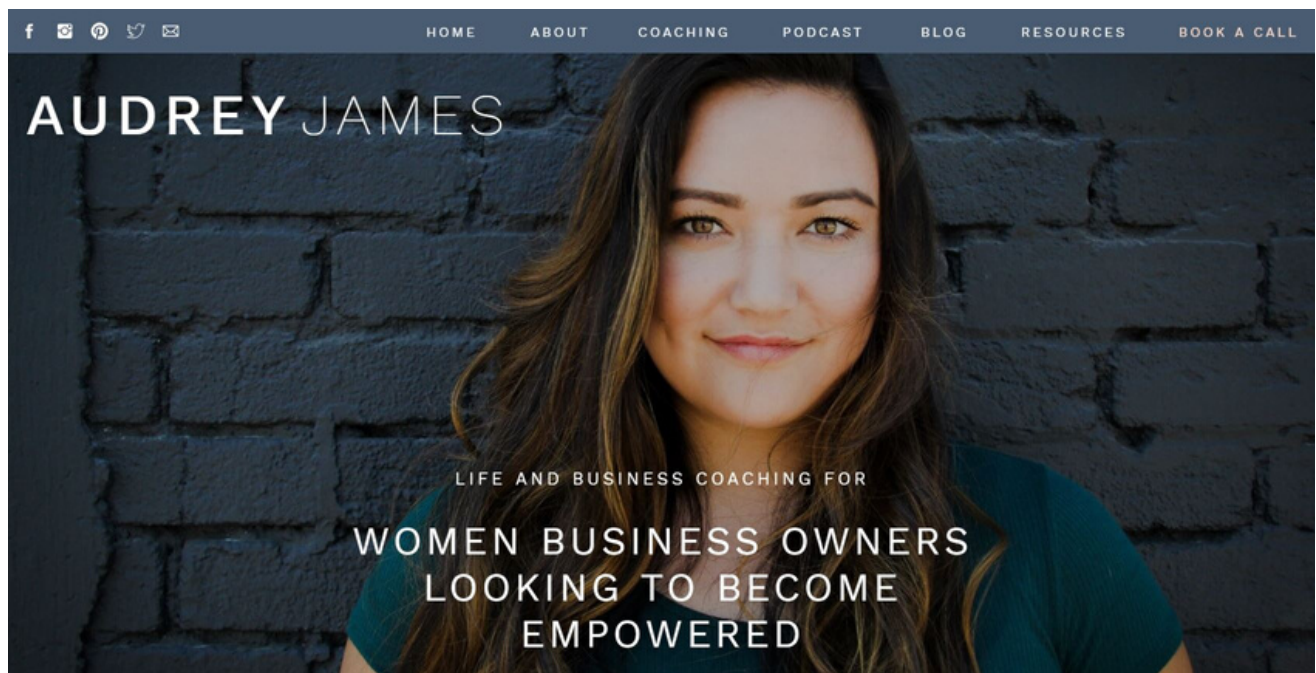
This means that when a person happens upon your page, they know exactly what you can do for them in a clear, concise message or one-liner. Less is more when it comes to marketing and a creating a strategic website.

People do not read websites anymore, they don't have the time or patience. **You want to capture their attention instantly so that they know whether they could use your service or not.**

Examples would be: A business coach provides the resources and knowledge for you to grow your business and quit your day job. A wedding photographer captures the details you'll never want to forget about your wedding day. A interior designer wants to create such a beautiful space for you so that you'll never want to leave.

You want this message to be front and center when a person arrives on your website. And you want it to be in layman's terms. *Don't use fancy, industry specific words that your ideal client might not know.* And under this awesome, easy to understand tagline – **provide a call to action so they can immediately get in touch with you.**

“In every line of copy we write, we’re either serving the customer’s story or descending into confusion; we’re either making music or making noise.” – Donald Miller; Building a Storybrand



Two

CALL TO ACTION BUTTON

If possible, having a buy now, book now, book a call, get scheduled, whatever is an appropriate call to action for your business in the top right corner is a smart move.

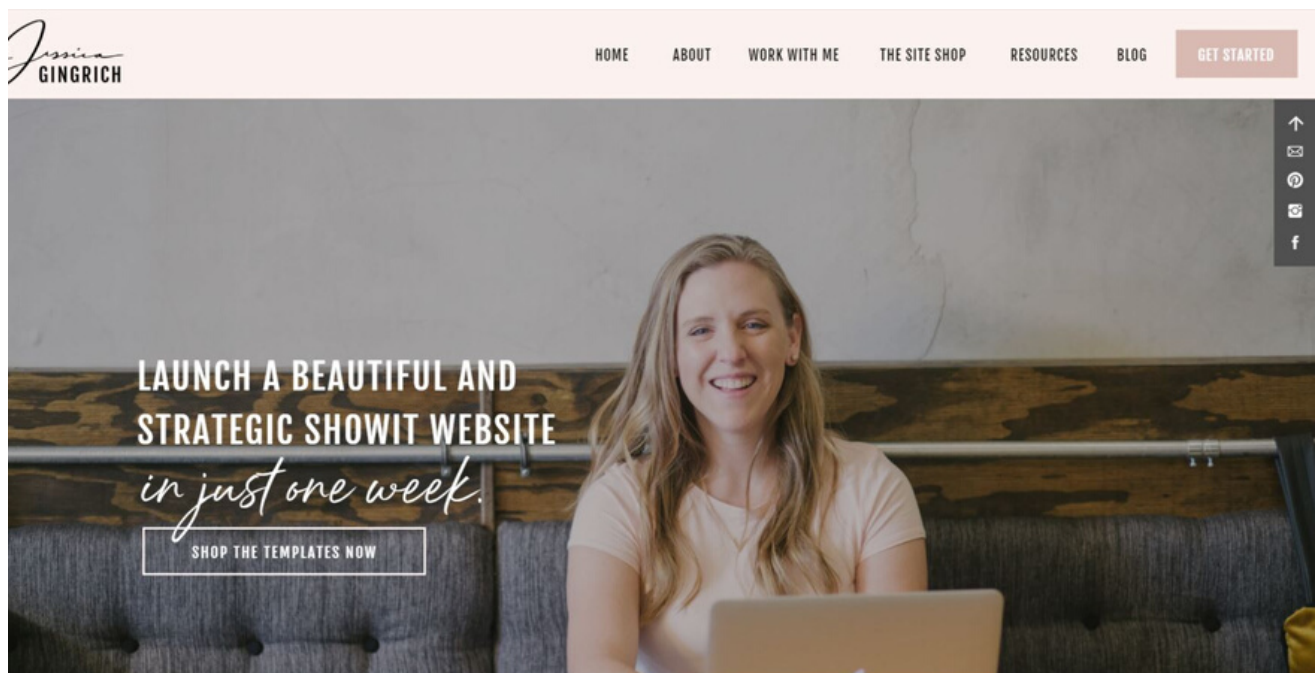
This allows it to be easily seen and easily found. **You want your visitors to know exactly what you want them to do at all times.**

Similar to your standard call to action inside your homepage structure, this button is a call to action that can be powerful and you do not need to be timid about having it in multiple places.

You have an amazing offer and solution to your ideal client's problem and you need to be shouting it. Who wouldn't want to better their life?

Just know that it's doubtful you will be overselling your services - **most people undersell by far and you'll stand out by being confident in your offer.**

"If you have an important point to make, don't try to be subtle or clever. Use a pile drivers. Hit that point once. Then come back and hit it again. Then hit it a third time - a tremendous whack." - Winston Churchill



Three

FREEBIE / OPT-IN OFFER

Simple enough right? But let's stop tip toeing and give this the shout that it needs.

Don't worry about overselling – be loud and proud about what you are offering your ideal client – FOR FREE!

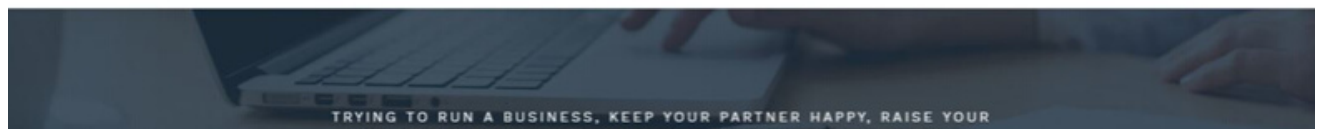
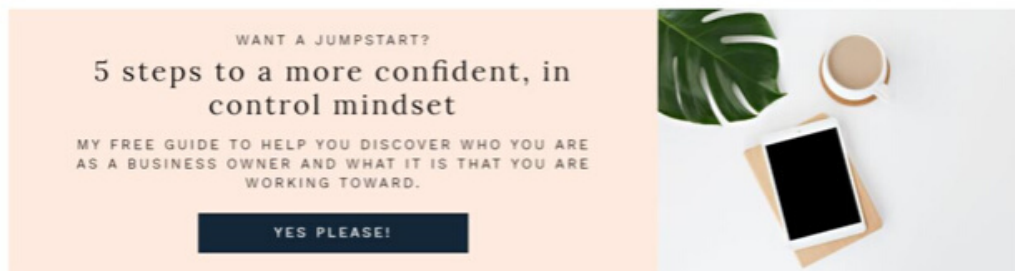
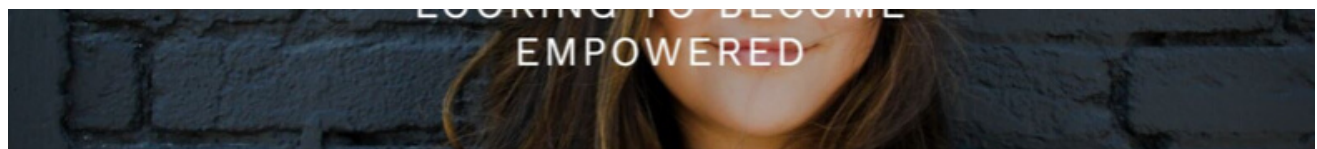
They should be thanking you, you don't need to tuck your call to action away and hope it doesn't bother them.

On a strategic website there will be multiple access points for your calls to action – typically in the website structure itself and then again in the footer and header/navigation.

The idea is that at any point in your visitors browsing, they'll be able to find your call to action easily and get in touch with you or buy your product or book your course.

Calls to action include any of the phrases: book a call, buy now, schedule a consult, or even more playful ones like "yes, this is me!". *Don't make them passive, make them action oriented and confident.*

"Only one mode of communication with your ideal prospects remains steadfast in the face of a changing social media landscape - EMAIL." - Amy Porterfield



Four

PROBLEM + PAIN POINTS

Talk about the problem that your visitor is having and what made them seek you out.

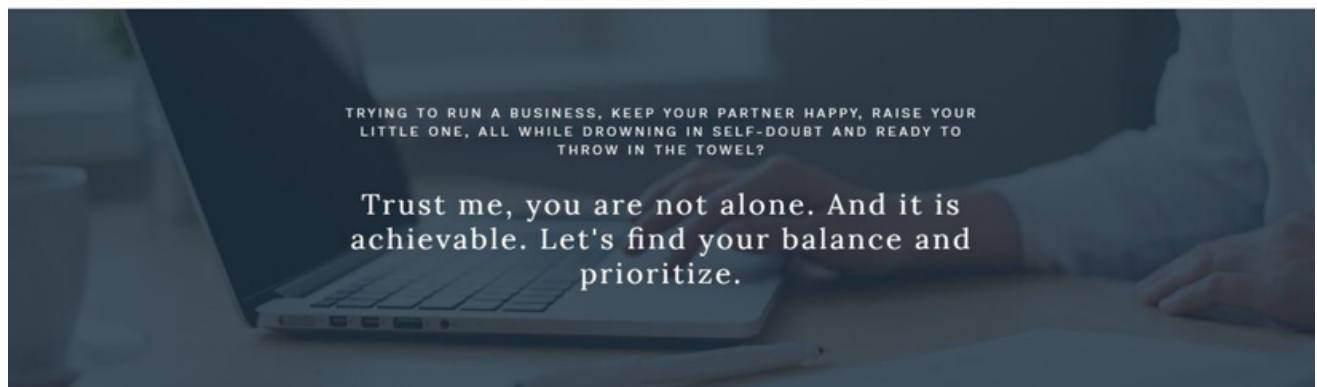
Relate to their pain points in some way and show that you understand their story.

Your homepage should be about them. if you keep that in mind, you are always going to be on the right path.

So as you think of their pain points go through these questions - **what are they struggling with? What is it that is holding them back from investing in you or someone else?** What are the emotional aspects that are coming from their problem.

For example, the lack of a good website is causing them to not only book the clients they want, but is causing them to have a lack of confidence and a feeling of website shame that can easily be remedied by my solution, which is next on the list.

"What stories teach us is that people's internal desire to resolve a frustration is a greater motivator than their desire to solve an external problem." - Donald Miller



START HERE
choose your path

Five

YOUR SOLUTION + BENEFITS

Time to talk about your solution in direct relation to their problem.

What are you providing that is going to help make their life better?

List it out if you can or keep it simple and readable, not overwhelming. The idea is for them to read your solution and think to themselves, **yes she get's me and she can solve my problem.**

This is where you can show how you stand out from the competition.

Show why your offer is the RIGHT solution and how by choosing you, your product or your services, the visitor's physical need will not only be taken care - needing a website, photography services, business coaching - **but their underlying emotional need will be taken care of as well.**

Your homepage is your first impression to many people, so show how you can make a difference.

"As a brand it's important to define something your customer wants, because as soon as we define something our customer wants, we posit a story question in the mind of the customer: Can this brand really help me get what I want?" - Donald Miller



MORE ABOUT ME >

BOOK A CALL

My name is Sarah

and I want to help you get there.

Short bio here! Talk about how you are going to help solve their 3 possible challenges here. Speak directly to your ideal client and avoid talking about yourself too much. Make them the centerpoint of the conversation and make them the hero in their journey or story.

- ✓ GAIN A STRONGER FEELING OF CONTROL OVER YOUR LIFE AND HEALTH.
- ✓ IMPLEMENT A ROUTINE THAT WILL BECOME EASY TO DO EVERYDAY.
- ✓ HEALTHY MEAL PLANNING FOR YOUR ENTIRE FAMILY AND MORE CONTROL OVER WHAT YOU ARE PUTTING IN YOUR BODY.

Six

SOCIAL PROOF

You want it to be clear that you are offering a solution to your ideal client, and you want them to know that it is a successful solution and **has been vetted by other people just like them.**

Having testimonials and feedback scattered throughout your site is a must to help **give visitors a sense of security around working with you.**

Provide affirmation through testimonials – keep them short and sweet and best of all, **don't focus on the praise about YOU personally and how awesome you are, focus on the testimonial sections that talk about the results people have achieved through your help.**

That's what people want to know.

That's what matters to their story. **They don't need to visualize you as the hero in their story, they need to visualize you as the person that will help them be the hero.**

"The key to high quality communication is trust, and it's hard to trust somebody that you don't know." Ben Horowitz

CLIENT LOVE

"Lorem ipsum dolor amet you probably haven't heard of them blue bottle taiyaki vinyl lo-fi narwhal gentrify craft beer kinfolk. Butcher kinfolk kale chips chambray street art plaid. Shaman fashion axe actually humblebrag synth, hot chicken swag retro. Chia mixtape neutra, knausgaard actually activated charcoal meggings pork belly tilde PBR&B. 3 wolf moon 90's roof party semiotics shabby chic, trust fund lumbersexual hammock pickled offal."

angela turner



Seven

CLEAR NAVIGATION

Your homepage should provide a path that's clear to visitors.

They shouldn't be confused about where to go next or how to find what they are looking for.

Give them the steps they are looking for - clearly outline places they would want to go - your services, how to get in touch, what they should do as next steps.

The simpler you can make your navigation, your services, your packages, the better.

These days, it's more important to have less words with more impact.

People aren't going to read even half of the paragraphs on your website, trust me. **They just want to know two things: what does she offer, and how does it help me.** If you can answer those questions in a easily understandable, powerful way, you'll book more clients, trust me.

"People are drawn to clarity and away from confusion. Having clear calls to action means customers aren't confused about the actions they need to take to do business with you." - Donald Miller

choose your path

01

COACHING SERVICES

Ramps fam cray yuccie,
hashtag kickstarter four dollar
toast gastropub post-ironic
street art literally mlkshk.
Bespoke man bun meggings
keffiyeh.

LEARN MORE

02

SHOP THE PRODUCTS

Coloring book intelligentsia
lyft pitchfork cloud bread, raw
denim stumptown kitsch echo
park. Chia before they sold out
art party.

SHOP NOW

03

READ THE BLOG

La croix cliché drinking
vinegar, palo santo sriracha
shoreditch pop-up waistcoat
heirloom organic. Taxidermy
next level hammock cliché

HEAD THERE

04

ASK ME ANYTHING

Everyday carry austin lo-fi
tousled wayfarers semiotics
dreamcatcher church-key
intelligentsia fixie blog.
Meditation crucifix cloud bread
poutine.

CONTACT ME



WANT AN IRRESISTIBLE WEBSITE THAT'S

Ready To Launch?

Adding some of these items to your existing website might not be the easiest task. So take a minute and evaluate if it's truly serving you in the best possible way.

Are you ready to uplevel your website and your business?

Are you ready for a website that not only looks amazing, but also leads to more clients and customers?

Are you excited about the possibility of having a knockout website that is working around the clock for you?

If you answered "yesss" to any of those, then head this way to browse the collection

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