

Build Your Successful Coaching Practice Action Worksheet 3b: Website Checklist

Objective: Ensure that your website has the key elements essential to success.

Note: You can learn to build a wordpress website yourself if you're pretty tech-savvy, or you can hire a website development company or a freelancer. See our course's homepage for resources.

- Home page has a crystal clear description of your business in familiar words.
- Every page has a clear purpose (big banana).
- Design and copy work together to inspire a series of emotional responses leading your target and ideal clients to schedule consultations with you.
- One click process to schedule a consultation from all relevant pages.
- Easy newsletter sign-up.
- Professional photo(s) of you.
- Clear description of what clients can expect.
- Straightforward explanation of fees.
- Brief, clear text written in a conversational style (I, you).
- Your client (not yourself) is the primary subject of the copy.

- Uncluttered, contemporary, appealing design.

- High quality graphics consistent with your color scheme.

- Office address, directions, and photo (if appropriate).

- Links to your social media accounts, if appropriate.

- No broken links or out-of-date events.

- Recent (or undated) blog posts.