

THE ULTIMATE CHEAT SHEET FOR HOME PAGE CONVERSION

Use this cheat sheet for your own or your clients local business website to get 2, 3 or even 5x more leads than your existing website design.

This section is meant to produce the biggest impact on the website viewer and give them a comprehensive understanding of what this page is about. The text should be succinct and push a clear point, while at the same time incorporating your targeted keyword in the heading, and if possible, the supporting subheader as well.

Use a picture that relates well with the title and subheader.

Use a strong opening line that will encourage readers to continue through the page. Use your keyword if possible.

This should be the main section to your pages content and should contain a substantial amount of content that addresses each and every pain point that your potential client base might be having while giving plenty of great information with the intention of pushing for call to action clicks. This not only allows readers to feel a sense of connection to your business, but it also opens opportunities for keyword placements.

Call to action placements are used after the long form content due to the chances of gaining clicks will be greater. Use eye-catching colors and make use of other call to action forms such as numbers.

Testimonials are a great way for your clients to see how much of an impact you can have working with them. Make sure to include real testimonials, and make use of flashy imagery to draw a client's eyes to this section.



The immediate call to actions sitting in the website's header provides a consistent and highly accessible call to action for potential clients. Unlike other forms of call to actions, these will always be on display, irrelevant of user navigation. Consider using either a business number or a link directing to a contact us page.

If you have any form of guarantees, safety badges, warranty logo's or anything of the like, consider including them here, since this will impact how a viewer receives the rest of your website.

Use a photo that relates directly to the content its featured with.

If you have other services or products that your business offers, consider listing them on your page. Not only are you advertising the entirety of your business, but it also prompts the reader to view your site in a more professional light. Make sure that your listings here are kept short and brief, and also ensure that call to actions are used for all of them.

This section should be dedicated to listing a summary of all the benefits that your service and/or product provides to a client. This is the last call to action of the page, so keeping the points clear and to the point work best and helps give the client that extra push to choosing you over your competitors.