



## Ten to Improve Your Website Results

Summary from an article by Kelly Campbell titled: *The Homepage Approach That Scores the Most Ideal Clients* in Website Magazine for March 2018.

<https://www.websitemagazine.com/blog/the-homepage-approach-that-scores-the-most-ideal-clients>

1. Make ideal customers comfortable that you:
  - a. Understand their pain points,
  - b. Can address their needs, because,
  - c. You've done it for others just like them.
2. Demonstrate you understand the world from the ideal customer's perspective.
3. Highlight the issues you solve for specific types of clients.
4. Illustrate what clients are a good fit for you and that your company is a good fit for them.
5. Consider the role motivation, pain points, and mindset of your ideal client.
6. If you haven't already, determine your niche and work on your positioning statement.
7. Describe your ideal client, including: age range, gender, jobs, motivation, goals, pains, questions, and how you can provide solutions.
8. Instill confidence from the start with supporting evidence like customer testimonials, case studies, or successes with well-known clients.
9. Invite conversation with simple calls to action, phone number, or consultation request.
10. Test your website, then change content, photos, calls to action, or other content.  
Follow the traffic for a month. Make improvements based on results.

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