# DAYLE SHEEHAN

## WEBSITE + SOCIAL MEDIA CONSULTING

# TOP 10 TIPS

# *FOR*

# DESIGNING

# *YOUR*

# WEBSITE

# #1

Ensure you tell visitors what you do within the first frame of the website.

You understand your business and offerings inside out but a new visitor may have no idea what you do. Ensure you explain it quickly and concisely. Imagine you are a complete stranger, would it be clear about what your business does?

# #2

Explain WHO you serve.

Clients need to feel like they fit your niche and you are the expert that can help them solve their particular problem.

# #3

Introduce yourself.

On the homepage you will want to offer a snippet of your bio with a link to a more extensive bio if you want to share more with your audience.

# #4

Tell people exactly HOW you are going to help them.

Customers need to know just enough about what you offer and who you are, but ultimately they want to know how you will serve them. How you will make their life better, or easier or make them money etc.

# #5

Have a subscription sign-up

Subscriptions get the most traction when you offer a freebie. It is critical to gather potential clients information so that you can stay in contact when them when you have email marketing and offers going out in the future.

# #6

Connect your social media

This not only helps with your SEO, it also shows potential clients that you are established and are an expert in your field because of your consistent social media presence. Bonus for having a live Instagram feed that they can see your latest posts and content directly on your site.

# #7

List your services right on the homepage.

If you want to further inform your potential clients about your offerings, have buttons/links to a landing page dedicated to this information.

# #8

Have many calls to action

Ensure that your site helps your clients navigate to the areas of the site they may be interested in. Have a button to your About page, your Services page, your Bookings page… whatever pages you want your potential clients to land on, ensure there are links to make it easy to mindlessly navigate to.

# #9

List your prices

If you have set prices for programs or services, then sharing those directly on the site is key to informing clients. Clients want this information as quickly and easily as possible. It will help weed out people who do not want to spend that kind of money and alternatively, it will dispel the myth that your service is out of their price range. This way, the client makes this decision for themselves without taking your time.

# #10

Make it easy to find your contact information.

Visitors will not search for basic information. If they cant find what they need within seconds, they will leave the site. Also, create direct links to your contact info like phone numbers and emails so that when a client clicks either, it automatically dials or links to their email to begin a draft.