



9-STEP TEMPLATE for HIGH CONVERTING Website Pages

With 2.6 seconds to capture someone's attention and tell them they are in the right place; you have to be spot on. You also have less than 6 seconds they'll use to skim the headlines and decide to stay or go. So, if you don't have headlines, or you have long paragraphs or you use jargon... you'll lose them.

The Header

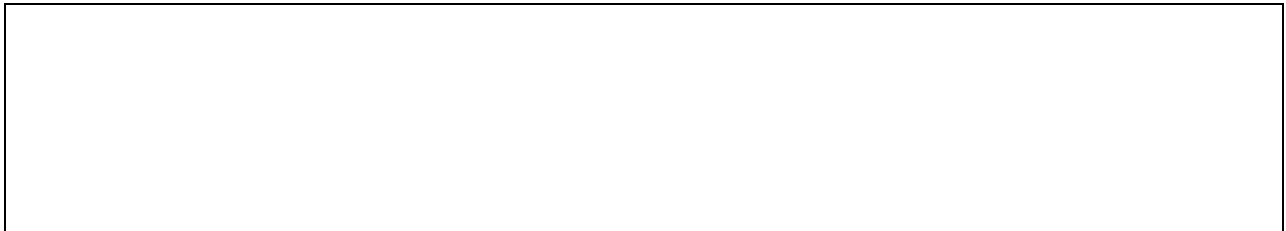
- What you do:
- How you make life better:
- How do they get it

e.g. Health business coaching that helps you grow your business

We don't just teach coaching skills; we give you the business ready to implement, step-by-step.

CTA BUTTON... Buy now/Shop now/Book your call

The image here: relays the transformation (no more pictures of dumbbells). This content is "above the fold" so there's no scrolling though now that many 70% roughly are on mobile, be sure you view your site on mobile and know that it is mobile-friendly.



- **The Stakes**

What are you saving them from?

e.g. *Are you tired of...?*

e.g. *Do you want to stop..."*

e.g. *Are you frustrated by"*

List 1-3 possible questions you could ask that suggests you know exactly what problem they want to solve and how that feels.

- **Value Proposition**

List the benefits (not features)

e.g. Time-saving ready-to-use forms vs 8 modules with 32 videos

e.g. A Step-by-step customized journey vs 4 one-hour sessions/mo

e.g. Conveniently accessible workouts vs 12 new workouts/mo

List at least 3-5 bullet points of the benefits someone will get by working with you.

- **The Guide section**

Establish that you are the brand or person who is the solution

Use empathy and authority to convey why you.

Use statistics and proof of concept/how many you've helped, your experience, awards or recognition you've had

How do YOU know what they're going through? What are the shocking statistics related to the problem you solve? How is what you do going to prevent them from being a statistic? Why YOU should be clearly obvious right here. How many have you worked with? What mistakes did you make you can prevent someone else from making?

- **The Plan**

steps to work with you (Ideally 3 making it abc/1-2-3 easy)

What's the first step? Book a call? Register/Enroll? And so on with 2 and 3.

- 1.
- 2.
- 3.

- **Explanatory Paragraph**

Using SEO rich content and convey your experience and authority.

This is the first section you write a little more. Further down on the page where someone is finally invested in learning more about you, what you do and how you help.

- **Video (optional but highly recommended)**

A way to connect with a visitor personally about what you do, how you make their life better, and how they should get it. Keep this short. Personality is all you're trying to convey.

Make some notes about you video script (you won't read it but do want to be prepared)

- **Price (optional)**

Unless you are the lowest price, including price isn't always the best thing to do. You can indicate a range or not include this at all.

Consider pros and cons of revealing your rates. Are you low priced/high priced? If you're low, state the rate and simply get lots of customers. If you're high, you may want to send them to a consultation first. You can list a range and bullet points that the exact rate is dependent on.

- **Ancillary (optional)**

Links for connecting or info about being an affiliate, applying for a job. Your TOC, Refund Policy, Privacy policy. This is usually your footer content and is the same across all pages on your website.

What will you add to the footer?