



# DOUBLE YOUR LEADS IN 7 DAYS OR LESS

## 39-Point Homepage Checklist

Attract, connect and convert more visitors into buyers with the ultimate checklist. Put your website sales into overdrive.

### TAKE ACTION NOW

What would it be like to get three times the amount of leads you currently get now? Websites are living breathing things which need to be nourished constantly or they die. So schedule a regular time each week to start implementing these changes today, and start seeing results as soon as tomorrow.

#### KNOW YOUR GOALS

- Determine primary and secondary goals
- What action do you want visitors to take?
- Contrasting coloured button for primary goal
- Segment audience/s for better results
- Clear visitor path

#### BUILD TRUST & AUTHORITY

- Testimonials / Reviews
- Case studies / Success Stories
- Partnerships or featured in (logos)
- 100% Money-Back Guarantee
- Blog, articles or learning centre
- Professional photos (not stock photography)
- Intro/explainer video from you personally

#### BE SEARCH FRIENDLY

- Proper inclusion and use of keywords
- Title tags, meta descriptions, H1, H2 headings
- Image Alt tags
- At least 500 words of keyword rich copy
- Geographic location data
- Mobile optimised site
- Internal linking to other page

#### BE IRRESISTIBLE

- Create irresistible 'lead magnet'
- Offer incredible value free in exchange for email
- Surprise them with something special after opt-in
- Keep it quick and easy to consume

#### LEAD CAPTURE POINTS

- Hello Bar
- Compelling newsletter opt-in
- Lead Magnet
- Blog opt-ins
- Free quote request or consultation
- Popup lightbox
- Exit popup offer on leaving
- Primary and secondary calls to action
- Contact form
- Strong headlines and clear calls to action (CTA)

#### BE CONTACTABLE

- Big phone number top right
- Social media icons
- Easy to find contact details
- Short forms
- Clear calls to action (CTA)
- Live Chat installed

**PRO TIP:** Optimize your website for conversions and setup your automated sales and nurturing funnels BEFORE you spend money driving traffic to it. There's no point filling a leaky bucket!

**Need help?**

Call us now 401.481.6578 or visit [summitweb.us](http://summitweb.us)

