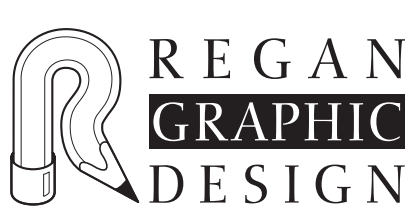


NEW
UPDATED
VERSION



46-Point Homepage Checklist

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

**DOUBLE YOUR LEADS
IN 7 DAYS OR LESS**

Professional Logo

Professional photography
Steer clear of stock photography.

Scroll prompter to draw eye down

Compelling H1 or H2 headline
When it comes to writing headlines, it's important you include at least one keyword and format them properly using H1, H2, H3 etc tags to tell Google what your page is about so they can send you more search traffic.

Keyword rich body copy
Include at least 300-500 words of benefit-driven, keyword rich copy to tell Google what your website is all about. You'll have a lot better chance of attracting visitors if you have a good amount of copy on your homepage so don't skip this step!

Keyword rich services with benefit driven copy
Instead of talking about yourself and what you do, try spinning your language to talk about your customer.
A simple trick is to minimize the times you say "we" and instead use "you" or "your". Try it!

Irresistible Lead Magnet displays in lightbox popup
Make sure you include:
- A compelling headline
- A strong sub-headline
- Three benefit-driven bullet points
- A high quality image of your offer
- A value-driven call to action button

Build your personal brand into your business

Professional custom photography will help build your credibility

Don't forget image alt tag

Compelling headline

3 Key benefits bullet points

Simple opt-in with just 1-2 form fields maximum

Featured in or partner logos for added trust and credibility

Footer navigation to show all pages on site for better navigation and usability

Map and location data
Enjoy more search traffic from Google when you include this.

Phone number on top of page

Social media icons

Simple effective navigation

Clear and unique value proposition

Keyword rich heading copy
Setup a free Adwords account to do your keyword research, or simply look at related searches when you browse search engines.

Interesting image or video partially above the fold

The 'fold'

Some form of guarantee
100% Money-Back Guarantee
Express Delivery
Free Delivery
Same Day Delivery or Despatch
Get it in 5 days or it's free
Happiness Guarantee
1-Year Refund Policy

Internal linking
Be sure to link to other pages on your site for extra juice.

Include secondary calls to action in a contrasting colour.
Never leave a visitor hanging, wondering what's next. Always offer an action at the end of every text block or section to tell people what to do.

Testimonials or reviews for trust and credibility
Google reviews will also help you attract more ideal customers!

Value-driven call to action in high contrast colour to convert primary goal

Customer case study or success story
When you say something about yourself, it's marketing fluff. But when someone else says it, it's powerful. Invest in doing video or written case studies and watch your profits soar.

Tell your story & your big WHY

Talk about how you saw a big problem & set out to solve it

Secondary CTA to logical next step to draw them through your site

Irresistible lead magnet which offers incredible value and can be rapidly consumed.

Value driven CTA

Live chat
Increase your leads even more by adding a live chat program like ClickDesk or PureChat.

Quick contact form or quote request
Remember, you always want to look like doing business with you is easy. Don't bury forms and numbers on your contact page, instead encourage visitors to send you a quick email immediately. And when they do, act fast! Websites who act on enquiries in the first 10 minutes can see a 30% increase in lead to sale conversion.

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.

- | | | |
|--|--|---|
| <p>KNOW YOUR GOALS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Determine primary and secondary goals <input type="checkbox"/> What action do you want visitors to take? <input type="checkbox"/> Segment coloured button for primary goal <input type="checkbox"/> Segment audience/s for better results <input type="checkbox"/> Clear visitor path | <p>BE COMPELLING</p> <ul style="list-style-type: none"> <input type="checkbox"/> Clear and unique value proposition <input type="checkbox"/> Benefit driven sales copy <input type="checkbox"/> Strong headlines and clear calls to action (CTA) <input type="checkbox"/> Talk about how you solve prospect's pains | <p>BE SEARCH FRIENDLY</p> <ul style="list-style-type: none"> <input type="checkbox"/> Proper inclusion and use of keywords <input type="checkbox"/> Title tags, meta descriptions, H1, H2 headings <input type="checkbox"/> Image Alt tags <input type="checkbox"/> At least 500 words of keyword rich copy <input type="checkbox"/> Geographic location data <input type="checkbox"/> Mobile optimised site <input type="checkbox"/> Internal linking to other pages |
| <p>BUILD TRUST & AUTHORITY</p> <ul style="list-style-type: none"> <input type="checkbox"/> Testimonials / Reviews <input type="checkbox"/> Case studies / Success Stories <input type="checkbox"/> Partnerships or featured in (logos) <input type="checkbox"/> 100% Money-Back Guarantee <input type="checkbox"/> Blog, articles or learning centre <input type="checkbox"/> Professional photos (not stock photography) <input type="checkbox"/> Intro/explainer video from you personally | <p>BE IRRESISTIBLE</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create irresistible 'lead magnet' <input type="checkbox"/> Offer incredible value free in exchange for email <input type="checkbox"/> Surprise them with something special after opt-in <input type="checkbox"/> Keep it quick and easy to consume | <p>LEAD CAPTURE POINTS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hello Bar <input type="checkbox"/> Compelling newsletter opt-in <input type="checkbox"/> Lead Magnet <input type="checkbox"/> Blog opt-ins <input type="checkbox"/> Free quote request or consultation <input type="checkbox"/> Popup lightbox <input type="checkbox"/> Exit popup offer on leaving <input type="checkbox"/> Primary and secondary calls to action <input type="checkbox"/> Contact form |
| <p>BEAUTIFUL BRANDING</p> <ul style="list-style-type: none"> <input type="checkbox"/> Professional logo <input type="checkbox"/> Strong brand messaging <input type="checkbox"/> Great-looking design aesthetics <input type="checkbox"/> Tell your story including your big WHY <input type="checkbox"/> Build your personal brand into your business | <p>BE CONTACTABLE</p> <ul style="list-style-type: none"> <input type="checkbox"/> Easy to locate phone number <input type="checkbox"/> Social media icons <input type="checkbox"/> Easy to find contact details <input type="checkbox"/> Short forms <input type="checkbox"/> Clear calls to action (CTA) | |

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!

