

# Professional Services Website Cheat Sheet

3 proven steps to get up to 4 times as many clients from your website without expensive development costs or increased advertising spend.



## STEP 1 Homepage Headline

Your homepage has one job. Quickly let the visitor know they are in the right place to solve their problem and outline the next step to take.

Does your website quickly and clearly communicate the following to your visitors ?

- The product or service you provide
- How you can help the visitor
- What the visitor should do next

Use this formula to create a headline that converts more of your visitors into leads.

We help \_\_\_\_\_ your target client  
achieve \_\_\_\_\_ the service you provide  
so they can \_\_\_\_\_ results they will achieve

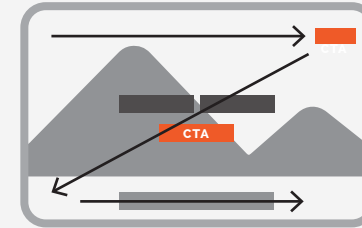
1



ACTION

STEP 2  
Call To  
Action

2



Research proves that using a strategically positioned Call To Action (CTA) will increase your conversion rate.

Check the following on your website:

- CTA positioned in the optimal locations
- CTA buttons are a contrasting colour
- Action required for more information is clear

3



## STEP 3 Eye Catching Images

The right image can have a huge impact to your conversion rate.

- Test various images to find the best result
- Does the image represent your ideal customer?
- Images are bright, professional and positive

These easy changes to your home page will improve your conversion rates immediately!

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