



Put an end to website shame!

Tiny Little Web Shop

12276 Wilkins Avenue, Rockville, MD 20852

(301) 943-1415 www.tinylittlewebshop.com

Ten home page tips to help you attract more clients

1. **Be clear about what you offer and who you serve on your home page** — If you are a design consultant, then what kind of design do you offer? Interior design? Architectural design? Graphic design? Be clear about what you sell, and who you offer these services to: is it other small businesses? non-profits? large corporations? I'm shocked at how many websites do not make this clear.
2. **Help your prospects see themselves by describing their challenges on your home page** — Try to group your prospects by need and name each group. For me, a “**startup**” prospect might need a website from scratch. An “**established**” prospect might need a website refreshed in terms of design and technology, and a **growth-driven** client might need brand positioning strategy and sales support. Talk directly to each one of your prospect types on your home page.
3. **Help your prospects trust you by adding social proof** — With every new client you serve, ask for a testimonial. The more structured you can be about how you ask, the more likely you are to get good results. Add at least one client testimonial on your homepage, and sprinkle the rest throughout your website.
4. **Help your prospects trust you by adding professional affiliations to your home page** — Place the logos of the organizations you belong to on your home page, so they understand how you are credentialed. I add these at the bottom of my home page, along with the names of each organization.
5. **Offer valuable insight to your perfect prospects** — What information would be of great value to them that is in your area of expertise? What do clients ask you to help with over and over? Share your insight in a **special report**, and require an email opt-in so you can start collecting names and market to your perfect prospects.
6. **Put your latest blog post on your home page** — Blog posts go out using a technology called RSS, and Google loves RSS. To make your home page more search-engine friendly, be sure that your latest blog post (or an excerpt) displays on your home page. Work in keyword-friendly titles, headings, and links into every blog post: always with the goal of creating a highly-readable blog post (not a link-farm).
7. **Add keywords to the page title of your home page** — As you probably can guess or already know, “home page” is about the worst title for SEO (search engine optimization). Work search-friendly words into your title, and if you deliver services locally, consider including your general location to attract local clients to your business.



Put an end to website shame!

Tiny Little Web Shop

12276 Wilkins Avenue, Rockville, MD 20852
(301) 943-1415 www.tinylittlewebshop.com

8. **Add subheads with keywords to your home page** — Google looks carefully at the words in your subheads when it ranks your home page, and your home page is still the most important in terms of ranking keywords. Gone are the days of multi-column, bulletin-board style home pages with content squished in small type above-the-fold. Modern sites tell a story, and home pages often include a narrative, the story of who you serve and what you sell. There are lots of opportunities to add in subheads.
9. **Help your prospects know you better using video** — This could be as simple as uploading a short video of you talking about your services to YouTube and linking to it from your home page, or ask a web expert to help you display a still of your video and stream from YouTube straight onto your home page.
10. **Make it easy to connect with you** — Be sure that your “call-to-action” is prominent. If a prospect is ready to take the next step with you, make sure they know how to do this. Display your phone number prominently on your home page (if you want them to call), or have a clear link to your contact form, if you want them to connect with you online.

I hope you enjoyed our tips. For more information, or to schedule a get-acquainted call, please email hello@tinylittlewebshop.com.