



Rock-solid website
that attract more clients

Tiny Little Web Shop
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Ten Tips to Turn Website Visitors into New Clients

Your website's home page is such a valuable piece of digital real estate. Within a few seconds, a visitor immediately decides what they think of you – and of course, you want them to think, “YES! This company's services are just what I need!” Here are my 10 tips to help you close the sale on your home page:

1. Be clear about what you offer and whom you serve.

The biggest and most common mistake on a home page is not stating front and center the exact kind of services you sell and who your ideal customers are. If you are a design consultant, be clear about what kinds of design services do you offer: Interior design? Architectural design? Graphic design? Also explain who your clients are: Other small businesses? Non-profits? Large corporations? A strong market position is a huge advantage in a competitive business environment.

2. Show your prospects that you understand their challenges.

Once you've identified your ideal client(s), speak to each type of client directly on your home page. For me, a “startup” prospect might need a website from scratch, an “established” prospect might need a *better* website, and a “growth-driven” client might need social media and sales support. Craft messages that resonate with each group, so they know you understand their challenges. Website messages resonate when they are filled with “you” and not “we” and “I”.

3. Build trust by adding social proof.

As soon as you've wrapped up a project with a client, request a testimonial. The more structured your “ask,” the stronger the testimonial will be. Add at least one client testimonial on your home page, and sprinkle the rest throughout your site.

4. Add professional affiliations.

Include the professional organizations you belong to on your home page, which clearly demonstrates that you are a professional, committed to your industry, and take your work seriously.

5. Showcase your latest blog post.

Blog posts are sent to subscribers 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. For extra SEO



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magic, work keyword-friendly titles, headings, and links into every blog post (always with the goal of creating a highly readable blog post).

6. Update navigation links.

Search engines need to know what your home page (and additional web pages) are all about before they suggest your website as a search result, so take a minute to look at your site through Google's eyes. Just go to the Google "search" bar and type in `cache:http://www.yourwebsite.com`. If the first thing Google sees is generic, like "About Us," consider renaming the navigation links so they are more Google-friendly. For instance, create labels such as "*About Myer Dental, or About our Dental Services*"

7. Add keywords to the page title.

As you probably can guess, "home page" is about the worst home page "title" for Google. Work relevant keywords into your title, and if you deliver services locally, consider including your general location to attract local clients to your business.

8. Include subheads with keywords.

Google looks carefully at the words in your subheads when it ranks your home page (your home page is the most important web page in terms of ranking keywords). Today's home pages often include a story of who you are and who you serve, providing lots of opportunities to add in keyword-rich subheads.

9. Consider adding a video.

A video could be as simple as a brief overview of your services or as complex as a mini-movie that showcases your work and your clients. For better SEO, have a transcript of the video available on a page in your website as well.

10. Make it easy to connect with you.

And finally: Be sure that the "call-to-action" is prominent. If a prospect is ready to take the next step, make sure he or she knows how to do this. Display your phone number prominently on your home page (if you want prospects to call), or have a clear link to your contact form (if you prefer an email).

Heather Miller Cox is the founder of the [Tiny Little Web Shop](http://www.tinylittlewebshop.com), and her passion is helping small business owners plan and launch attractive, easy-to-update and affordable WordPress websites that are strategically designed to attract more clients. She has a rare combination of expertise in marketing, graphic design, and web technology. For more information, or to schedule a get-acquainted call, please email her at hello@tinylittlewebshop.com.