



Lesson 1: Your visitors do not know what you sell

In this lesson, we look at the main page of your website. The main page should answer two questions:

- What do you do?
- How do you do it?

It must answer these questions fast, within 30-40 seconds. Otherwise, you risk losing a potential client.

Here are three steps to improve your main page.

Step 1: Write down what you do

Your list should have 3-4 items. Priorities them based on what you value and enjoy more.

Step 2: Make a screenshot of the main page and send to five people

Ask them two questions:

- Based on this screenshot, what do I do in your opinion?
- Based on this screenshot, what services do I provide in your opinion?

Tip: select people who know little about your job. It improves the quality of feedback.



Step 3: Analyze feedback, add changes and repeat step 2

Does the feedback correlate with items from step 1? If the answer is no, time to make some changes.

Remember:

1. Description/slogan of what you do must be short, one or two sentences
2. Use bigger font size and place it on the top of the main page
3. Names of your services must be short, one or two words (Coaching, Workshops)
4. Give topics or a concise description of each service
5. Link it to internal pages with a detailed description of each service