Homepage Checklist

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How To Use This Guide ?

Here are the 5 questions you need to answer on your homepage to make people stick around.

Imagine that your dream client has just landed on your homepage. Could they find the answers to these questions quickly and easily?

Don't make them work for it. Because they won't. If they can't find what they need right away, they'll just close the tab — and that's how you lose potential clients.

How many of these can you tick off?

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01. CLEAR OFFER
What are you offering?

Tell them you're offering exactly what they want. Say it with a powerful headline. What do they want to hear right now?

02. Connection
Who are you?

Say hi.What do you do and why should they care? Tell them what's on their mind and show them you understand.

03. PROBLEMS

What are they struggling with?

Describe specific examples from their everyday life. Acknowledge their frustration. Show them you get it and that you've seen this before?

04. RESULTS

What can their life look like if they work with you?

Show them there's hope. You're here to help! Make them feel like they can get everything they want if they work with you.

05. CALL TO ACTION

What should they do now?

Help them take action and move forward. Give them a quick win. Link them to your services page or maybe to your contact page but do NOT lead them away from your website with social media links.

06. IMAGES & VIDEOS

Are they really reading your texts?

The ultimate truth is that readers won't read your content instead they will just scan your page. Make sure to add many images, so that while scanning they can understand you through your images

Hi, I Am Rayan

I Build Websites For Entreprenuers

I'm Rayan and I help entreprenuers like you get more clients with your website so that you can empower more people while doing work you truly love.

If you're all about helping your clients or customers with your services, then i would love to build you a website to help you grow your business.

I created this Homepage Checklist to help you get maximum results from your current website. If you like it, I'd love to hear about how it helped you.

If you have any questions, please ask! All you have to do is shoot me an email. You can always reach me here:

hello@rayanchoudhury.com

Speak soon, Rayan

Want My Eyes On Your Website?

Book a Power Hour so we can make sure you're ticking all the boxes:

rayanchoudhury.com

Can't wait to hear from you!