



The Coach School

Bonus:

Website Dos & Don'ts

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Website Dos & Don'ts

DO's (Best Practices):

1) FOCUS ON BUILDING YOUR EMAIL LIST.

Email is your direct link to your perfect person. Your email list is the most valuable thing in your business. It's the thing that you are working on growing every day with every piece of energy and marketing.

With email, there is no third party involved and no middleman between you and the client. Even if you're using an email management service, your content goes directly from your fingers to their eyes. There are no algorithms to deal with and no worry that your words won't reach your people. Whatever you send will reach them no matter how it would perform on social media. Not only that, but people are 40% more likely to purchase a product through email than they are through social media. This is why email list building is so important because this is where you build the "Know, Like, and Trust" factor.

2) KEEP IT SIMPLE.

Remember how we talked about your website being only a few pages? This isn't just a tip for beginners. Maybe you need to toss that fancy website that isn't performing for you and start over. That's okay! Keep your website simple. Keep your communication simple. The more straightforward, the better. You have the goods! You don't need a fancy, complicated site to prove your worth.

3) USE GREAT PHOTOGRAPHY AND VIDEO.

Professional images are preferred, but if you haven't scheduled a photography or video session for yourself yet, royalty-free stock photos are a good option.

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4) MAKE YOUR FREE GIFT BIG AND OBVIOUS.

Don't bury it in your services or at the bottom of your page. It's the first thing people should see when they come to your site. Highlight your freebie to build your email list, and always direct your Perfect Person back to it.

5) THINK MOBILE.

The majority of your audience will be viewing your website on a phone, so always preview and test pages from a mobile device.

6) TRACK WHAT IS WORKING AND WHAT ISN'T.

The analytics don't lie. Make sure you're consistently measuring your conversion rate from opt-in to sales. Maybe your exciting out-of-the-box idea for a free gift isn't performing well even though you asked all your friends for their opinion, and they said go for it.

The analytics don't lie. I'm not saying your friends do, but it's best to trust the data gathered rather than opinion when it comes to this stuff. Make sure you're consistently measuring your conversion rate from opt-in to sales. (I had four email freebies that were duds before I found my first one that took off! Keep going until you have one that's magic!)

7) CONTINUE TO BUILD.

There's no shame in a simple website. Not only because it works, but because you're always going to be building. Make sure you update your site with your courses, blogs, and especially testimonials. These updates can easily transition into social media posts, sending more people to your website, and in turn growing your list.

8) BE YOURSELF.

Be your own brand with your own style. Yes, glean and learn from those in the industry and those around you, but only you have your particular mind, experience and expertise. If you don't show it to the world, then no one will. Your clients don't need another cookie-cutter coach. They need YOU.

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DON'Ts (Common Mistakes):

1) NOT BEING CLEAR ON WHO YOU ARE.

Tell your reader right away that you are a coach. Plain and simple. You can have beautiful testimonials, a killer headshot, and a freebie that makes crowds come running, but if they don't know who you are and what you do, your website is going to be unsuccessful.

2) NOT BEING CLEAR ON WHO YOU SERVE.

In the same way you must be clear about who you are, you must be clear on who you serve. For example, if you're a coach for women between the ages of 18-35, tell us that! If you're a coach specifically for businesses in non-profit markets, we need to know!

3) NOT BEING CLEAR ON WHY IT MATTERS.

Think about why this transformation is so important to your future clients. You need to help your perfect person understand why you are the ideal coach to help them find that transformation.

4) HAVING CLUTTERED SIDEBARS.

Simplify your website layout and language. We don't need to have cluttered sidebars distracting and crunching our copy. Make sure the "meat" (your copy, what you have to say) isn't being crowded by icons, links, and auxiliary tools. Let it breathe. It's easier on the eyes.

5) HAVING TOO MANY LINKS THAT REDIRECT AWAY FROM THE SITE.

You just got your perfect person to visit your site. That is a big deal! Don't direct them right back off your site to social media, other companies, or even resources you're affiliated with. If you need to bury anything, it's third-party links.

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6) NOT TELLING PEOPLE WHAT TO DO.

We're simple beings. We need direction. Ask for what you want with call-to-action buttons and lead magnets. This is where your freebie heavily comes into play. If you want email addresses, you need to ask for them. If you want someone to sign up for your newsletter, you have to tell them. If you want your perfect person to discover more about you, you need to direct them.

7) MAKING IT ABOUT YOU.

It's not about you. Your Front page, even with your photo, is not about you. Your About page – is actually not about you! Keep your perfect person in the forefront of your mind as you create your website. Constantly step into their shoes and consider their needs and wants.

8) BEING CLEVER INSTEAD OF CLEAR WITH NAMES AND NAVIGATION.

On your site, it's your responsibility to direct your readers. If you want them to fill out their email, tell them. If you want them to contact you, make sure your copy is clear and says "Contact" or "Email Me". Refrain from being clever, especially with your navigation.

Notes:
