



Essential Pages of a **SUCCESSFUL** **WEBSITE**



By Christina Hills

“The Essential Pages of a Successful Website”

You want to take control of your business. That's why you downloaded this PDF.

Maybe you are getting started building your business and have never had a website before...

Or, maybe your current website just isn't working for you, or you're finally ready to put up your first one and get your business online.



Christina Hills

But there's a lot to learn in order to end up with an effective website that works to get you more clients, and that's why I put this report and checklist together for you...

My name is Christina Hills, and I have been teaching people how to create their own websites for more than 16 years now.

Sure, it's easy to look at some famous celebrity's website and say, "I want mine to look just like that."

But many websites have a lot of extra bells and whistles on them that don't actually help you get more clients or sell more programs...

Things you either don't need at all or can wait until later to add to your website.

This checklist will help you understand the essential pages you must include in your website, which pages you need to do first, and what can wait until later. Let's get started!

“Phase 1”

Essential Elements in Your Client-Attracting Website

These essential elements can't be skipped! Incorporate just these 7 pieces to start and you're ready for business.

☐ **Your Homepage with a Goal**

Your website is something that people will visit to first learn more about you, so you want it to make a good impression! You need to have a goal in mind when you create your homepage.



What kind of goal? Well, what do you want someone to do? Call you? Sign up for a free session? Join your email list? Buy something from your website? Register for something? This is called a “Call to Action.” What action do you want the visitor to take?

The key is to focus and try not to do too many things at once with your home page. You should have one primary goal, and then you can link to other parts of your website for other things you want people to do.

My home page goal is _____

□ About Page

This is where you show who you are, whom you serve, and why people would want to work with you. It's also known as your "bio" page. (And if you are a company, it will be written as "About Us.")

Typically, this page is written in the 3rd person as if a "someone else" is talking about you.

You can put your purpose in business, who your ideal clients are and why, and any credentials or accomplishments you have here.

You should decide if your About Page is about YOU, or about your whole company.

Another important feature of your About Page is having a photo of yourself. People want to get to know you and your company, so have a picture of yourself, or your store, or your team.

My "About" Page is about: _____



☐ **Contact Page**

Obvious, yes - but so many people make mistakes here. This page needs to restate your name or your business name, list your phone number, and include email addresses where you can be reached. Plus, you should add a physical or mailing address as well.



I see many websites these days that leave off the important address information. Instead they just have a contact form that asks people to "submit" - big mistake.

People want to know where you are and that you are real before doing business with you, and an address really helps to give you that credibility. You may be virtual, but people like to know what area of the country (or world) you are in.

When you list your email, it should be your business "public" email address. Not your personal one you use with friends and family. Best to think of this now, rather than later needing to separate it out as your business grows. (Do you really want to see business emails on the weekend?)

My "Contact" Page Info:

Public Email: _____

Phone Number: _____

Physical Address: _____

The **next** is a Products Page/ or a Services Page. You should have one or the other (or both), depending upon what kind of business you have. Don't feel that you need to have products early in your online business career.

☐ **Your Products/Programs Page**

Here you spell out the products or programs you offer to people. A product is anything you sell online, that is not private consulting. It could be group coaching, events, digital products, online courses, physical products, etc.



There are many ways to name your products page on the menu of your website.

Here are just a few examples:

- Programs
- Products
- Training

You can start with just one page. Or you can have more than one, depending on what you want to offer people right now.

Product/Program 1: _____

Product/Program 2: _____

□ **Your Services Page**

Here you spell out the services, or consulting you offer to people. This would be a service that you do for people, that is custom to them. It could be phone consulting, in person consulting, one-on-one coaching, etc.

Providing services for people is a great way to transition from a corporate job, to becoming an online entrepreneur. It's how I got started in my business! I did set up services for people before I started my group coaching and training programs.

There are many ways to name your services page on the menu of your website.

Here are just a few examples:

- Services
- Private Coaching
- Work with Me

You can start with just one page of services. Or you can have more than one, depending on what you want to offer people as you start building your website.

My Services are:_____



□ Privacy Policy Page

“A privacy policy is a statement or a legal document (in privacy law) that discloses some or all of the ways a party gathers, uses, discloses, and manages a customer or client’s data. It fulfills a legal requirement to protect a customer or client’s privacy.” – Wikipedia



ANYBODY who has a website should have a policy page on their site. Your Privacy Policy explains how any personal data collected via your website will be handled. (You might be thinking you are not collecting any personal data from anybody, but it’s quite likely that your website technology is automatically doing it.)

And with the laws in Europe and California that affect nearly everyone (including folks that don’t live in Europe), you really need to have a privacy policy in place to avoid...trouble.

Your privacy policy is a legal document and should be prepared under the direction of a legal expert.

(With a WordPress website, they have an easy generator that will create this for you!)

“Phase 2”

Elements in Your Client Attracting Website

These “phase 2” elements are something to add as you have them, or as you are ready. It’s a ‘nice to have’ but not always essential to getting your site off the ground. Remember, it’s important to get your website started! Then you can go back and improve it.

☐ **Testimonials Page**

This is where you showcase the success stories or case studies of people who have worked with you. Find recent clients and ask them to give you a testimonial. Testimonials are good to collect right after you have worked with a person, when they are still feeling the warm glow of success with you. But you can still go back to your old clients/customers and ask for testimonials later. It’s also a great way to get feedback to improve your products/services. Here are some different ideas to name your testimonials page:



- Case Studies
- Success Stories
- Testimonials

☐ **Frequently Asked Questions**

Do you often get asked the same questions from your customers and prospects?

Frequently Asked Questions (FAQ) page is where you list commonly asked questions and answers to make it easy for your website visitors to find the information they are looking for.



Also, having an FAQ page on your website can reduce the amount of time you spend responding to customer inquiries.

Some examples of what to have on a FAQ page could be either how people work with you or defining the terms of your industry.

Examples:

Q: How do you work with your clients?

Or

Q: What is “business coaching”?

So you get to decide what kind of FAQ questions you want to answer. Not only does this make things easier for you, reducing the same questions you answer over and over again, but this makes it helpful to your website visitors. It lets them find answers to their simple questions, any time they want! Use the next page as a worksheet to write your FAQs!

(Print this sheet out again if you need more space for FAQs)

Question #1: _____

Answer #1: _____

Question #2: _____

Answer #2: _____

Question #3: _____

Answer #3: _____

☐ **Blog or Newsletter**

A blog is a wonderful way to show that you know something.

When people come to your website, they want to know who you are, what you think, and what you stand for.



Your Home and About pages will get them off to a good start.

But give them more.

On your blog, write about common questions people have about working with someone like you.

Create article-style titles for your blog posts, and people will find them when they search on Google.

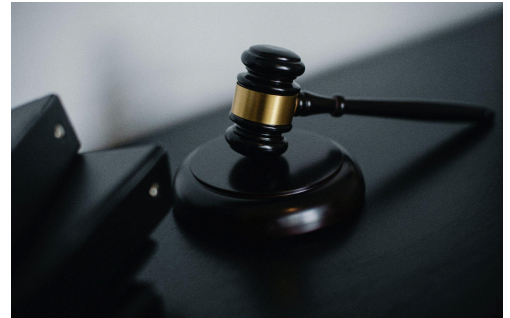
And you can also share them and have your friends and clients share them on Facebook and other social media sites.

Which, in turn, will bring more potential clients to your website.

Having a “blog” is optional, but I highly recommend having one and creating lots of blog posts.

☐ **Terms and Disclaimers**

Terms and Conditions
Earnings Disclaimers
Etc.



... I know it might seem heresy to suggest this, but don't get tangled up in creating these pages right away. Get your website done with a message that attracts clients first.

You can add in links to the legal stuff at the footer of your website later. But do these after the core pages of your website are done.

...these are all good ideas to do, but think of them as options to consider. You don't need them to get your site up right now.

They will take you more time to set up.

Focus on getting the essential message of your site done first.

And when you do, you will actually complete a website that brings you new clients!

Essential Pages of a Successful Website Checklist

“Phase 1” Essential Elements in Your Client-Attracting Website

Pages	In Progress	Completed	Notes
1. Website “Call to Action” Goal	☐	☐	
2. About Page	☐	☐	
3. Contact Page	☐	☐	
4. Products Page	☐	☐	
5. Services Page	☐	☐	
7. Privacy Policy Page	☐	☐	

“Phase 2” Elements in Your Client-Attracting Website

Steps	In Progress	Completed	Notes
1. Testimonials Page	☐	☐	
2. FAQ Page	☐	☐	
3. Blog or Newsletter	☐	☐	
4. Terms and Disclaimers Pages	☐	☐	

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"Discover the Essential Pages of a Successful Website!"

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Be sure to sign up for my live webinar visual training where I will share the essential pages your website needs to start attracting your own ideal clients, why you want to create your homepage last, and much more!

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