



1

WHY ARE PEOPLE VISITING YOUR WEBSITE?

2

CONTENT TO INCLUDE - HOME PAGE ELEMENTS

Use the checklist on the next page and circle all of the items that

- You would like to include on the Home Page
- Reinforce the value you bring to the table
- Encourage exploration of your website while developing trust and authority

3

SPECIFY & PRIORITIZE CONTENT - TO-DOS

1. Use the worksheet to specifically address all of the things you would like visitors to your home page to do/visit/know/explore
2. After you have written down all of the to-dos, prioritize these items in order of importance

4

WRITE YOUR CONTENT

- Write the content for each row: Headline, Subheading/Copy, Button Language, Button Link
- Use the Pain Points/Benefits/Features worksheet from the Sell the Why lesson and include language from this exercise
- Verify that your content is addressing pain points
- Drive visitors to the benefits of your solution and specific features





HOME PAGE ELEMENTS

- A Strong Message on Row 1
- Links to Other Content on Your Website
- Video – Background and Standalone
- Social Proof in the Form of Reviews
- Awards and Accolades
- Specific Numbers
- Galleries and Portfolios
- Features and Benefits
- Newsletter Signup Forms
- Lead Magnets
- News Articles or Blog Posts
- Upcoming Events



Websites

totocoaching.com
learn.totocoaching.com
thewebsitecoaches.com



HOME PAGE TO DOS (ROWS)

A series of 15 horizontal dotted lines, intended for writing the domain names for the home page.



Websites

totocoaching.com
learn.totocoaching.com
thewebsitecoaches.com



Home Page Rows



ROW 1

TO DO:

Headline:

Copy (1-4 sentences):

Button Language:

Button Link:

ROW 2

TO DO:

Headline:

Copy (1-4 sentences):

Button Language:

Button Link:

ROW 3

TO DO:

Headline:

Copy (1-4 sentences):

Button Language:

Button Link:



Home Page Rows



ROW 4

TO DO:

Headline:

Copy (1-4 sentences):

Button Language:

Button Link:

ROW 5

TO DO:

Headline:

Copy (1-4 sentences):

Button Language:

Button Link:

ROW 6

TO DO:

Headline:

Copy (1-4 sentences):

Button Language:

Button Link:



Websites.

totocoaching.com
thewebsitecoaches.com



1

WHY ARE PEOPLE VISITING YOUR WEBSITE?

To learn about the course, Sign up for a free trial, Learn how the course will or can help them, Get pricing, Find out if others find this course helpful

2

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- Social Proof in the Form of Reviews
 - Awards and Accolades
 - Specific Numbers
 - Galleries and Portfolios
- Pain Points, Features and Benefits
- Newsletter Signup Forms
- Lead Magnets
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- Upcoming Events



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HOME PAGE TO DOS (ROWS)

Strong Message / Headline / Explainer Video

Pain Point / Drive to Pricing Page

Pain Point - Drive to Features Page

Benefits - Drive to Features Page

Call Out (What the program is short headline)

Feature - What is the program - Drive to Course Info

Video - Drive to About Us & Free Trial

Who program is for - Drive to Course Info

Social Proof - Testimonials - Video and Google Reviews Drive to Free Trial

Drive to content - Sign Up

Lead Magnet - Webinars to watch

Overcome Objection - Drive to content - Free Trial

Newsletter signup



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thewebsitecoaches.com



Home Page Rows



ROW 1

TO DO: *Strong Message / Headline / Explainer Video]*

Headline: *The #1 Web Building Course, with Training Videos, Quizzes and live coaching*

Copy (1-4 sentences):

Do you want to know how to create a website that is effective and sells? A guided course for building a DIY website, taught by experts.

Button Language: *Introductory Offer: 20% Off for a Limited Time*

Button Link: *Pricing Page: <https://totocoaching.com/pricing/>*

ROW 2

TO DO:

Headline:

Copy (1-4 sentences):

Button Language:

Button Link:

ROW 3

TO DO:

Headline:

Copy (1-4 sentences):

Button Language:

Button Link:



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