

An effective consultant's website has eight key elements:

1. A homepage that swiftly conveys **what** you do, **who** you serve, **the results** people get from working with you, and **why** they should choose you.
2. Proof you deliver. Testimonials, client logos, case studies, awards, and writing and speaking credits.
3. A services landing page that gives an overview of the services you offer. Don't be offering more than five services. Many consultants try to do too much and spread themselves too thin.
4. A detailed sales page for each service.

A sales page is carefully crafted to convince your potential clients that this service will help them solve their problem and attain their goals.

Each page contains:

- Short intro to the service / product you offer using your key benefits.
 - Who the service / product is for.
 - The problems you solve with this service/ product.
 - Why this problem is a big deal to your potential client. Really mine their pain here. What effect is this problem having on your prospects' lives? This is where your client interviews come in handy.
 - The results and benefits you deliver.
 - Your process. What happens when your client signs up to work with you / buys your product? What steps will their project move through? What's it like to work with you?
 - Answer any FAQs you get and handle any common objections.
 - Why you. How did you become qualified to solve this problem for your client.
 - Proof from happy clients. Testimonials and case studies.
 - Pricing. If you don't have a fixed price package, consider a services start from \$XXXX offer.
 - Call to action. Get in touch. Buy now.
5. Case studies for successful projects. These show you understand your clients' problems, prove that you deliver results, and share your process.
 6. A free resources section.
 - This is where you build trust and affinity by showing people how to do themselves what they pay you to do for them.
 - It's also a major driver for organic search.
 - It offers you multiple opportunities to build your email list.
 7. An about page. This uses your story to show what problems you solve and how you help your clients.
 8. An e-newsletter sign up landing page.

Go take a look at your website. How many of those essentials have you got covered? If you've got work to do, you're not alone. Most sites I audit don't tick these boxes. You can fix this by using [the free resources](#) I've put together for you or working with me to make your website copy more effective.