

# 5 things your *homepage* needs

The 5 things your homepage actually needs to help you connect with your 'dream' clients, explain what you do in a way that feels tangible for them and guide them through your sales funnel.

# Thing 1: A clear focus on the result you provide

Placing emphasis on the result you provide means you're leveraging how you do things differently. Sure, there are thousands (millions?) of copywriters, but what is it about your copywriting business that's just different? What is the result you provide your clients?

By putting more focus on the emotional benefits our clients experience when working with us, we won't easily disappear into a sea of same-ness in the online business space, especially when marketing our services.

## **ACTION STEP**

Read [this post](#) to figure out how you do things differently in your industry.

# Thing 2: An understanding of who you really want to work with

And I am suggesting this in a way that is absolutely pain-point and manipulation-free.

By understanding who you want to work with, you're able to speak directly to what they're looking for or want support with.

And I'm not talking about the "branding for creative online businesses" type of heading here. I mean the intimate knowing of what they value, why they're choosing to hire out and what they find yummy in a brand experience.

And then address that person, not masses of people. Bonus points for your website flowing like a conversation between the two of you (unless your brand is intensely formal and not conversational, which I'm guessing it isn't because you're here).

## **ACTION STEP**

Write up a short paragraph about who the client you really want to work with is.

Need a bit more guidance getting to know who you want to work with in the ways that actually make a difference to your marketing and content? [Take my Get More Fab Clients workshop here.](#)

# Thing 3: Why you care about what you do (and why they should, too)

This is your story, but it's so connected to who you want to work with and the result you provide, even if you don't realise it yet.

This forms the foundation of why you're passionate about supporting that person, and your own experiences are tied to how you do things differently.

It's also deeply woven into the future you want to be a part of creating in your business, or your vision.

I don't recommend an essay here, and you are free to direct them to your about page if you want them to know more. Keep it concise with 3-5 lines that sum up the heart behind your business and the future you want for them.

## **ACTION STEP**

Consider your experiences over the last years — any experiences your business was born out of. How have they changed or shifted you? What gifts have they given you? How have they grown your perceptions or beliefs? How have they evolved what's important to you?

# Thing 4: Knowing how you want to move them through your ‘funnel’

I say ‘funnel’ because I’m not a super big fan of overused marketing terms (and also, you don’t **have** to have an actual funnel). But it is super beneficial for you to know how you want someone to move through your brand experience.

This includes knowing where you want them to start in your community, and how they can become a client through that journey.

It could look like a free download with an intimate email sequence that introduces yourself, your work and how they can work with you.

It could also look like an introduction offer, like a paid-for workshop that’s low on investment and high on value. This could serve to introduce them to yourself, how you approach what you do and allow them to determine whether working with you is something they want to pursue.

It could be straight into a signature offer, too. And you’re encouraging them to reach out, connect with you and book a service.

Or it could be an invitation to book a free call where you could support them in one clear pre-determined area and then offer a way to support them further with paid-for services or programmes.

Knowing how you want them to move through your community and offers allows you to write up and include very clear calls to action on each page, as you guide them to complete a specific step.

## **ACTION STEP**

What do you want your website visitors to do on your home page?

What step are you encouraging them to take? Where do you want to send them?

# Thing 5: A good grasp of what searches you want to pop up in

Yes, this isn't quite as sexy, I know. But you do need to know what keywords are important to you, and not just on your homepage.

These keywords should feature throughout your copy as well as being included in your image file names, alt text and metadata (if you could be bothered, I know it's super boring).

This obviously boosts your SEO and makes your page way more findable by the people you want to work with. And it'll work best when you actually know what they're looking for or searching.

## **ACTION STEP**

This is a multi-step action step. First, write up keywords you feel are relevant to your work and what your would-be clients will be searching for. Second, offer and schedule a handful of interviews with people who align with who you want to work with. You could offer them something in return and then use your call to ask them questions about where they are, what they're struggling with, why they'd hire out, what they'd search for, where they'd look for it and what brand experiences they enjoy.

Then look through their answers and highlight keywords. Measure them up against yours and use critical thinking to build your final list.

This is helpful business-wide, but in terms of your homepage and utilizing your client voice, it's a no-brainer.



# *Hi!* I'm Lorin Galloway

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I create intimate brand strategy, beautiful visual branding and rocking 'from-scratch' websites for business owners who want more clarity, confidence and growth and less rules, formulas and lost-in-the-crowd brand voices. So that they can have the business they dream of having.

**WANT THE BUSINESS YOU DREAM OF HAVING,  
TOO?**

Book a complimentary call and we'll kick it off by looking at your business vision and how we can support it with intimate strategy and design.

[Book a free call](#)

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