Katlyn Slocum's Pro Tips
…to turn your website into a SALES MACHINE!

*Katlyn Slocum, of Katlyn Slocum Design – a boutique website design agency,
suggests the following action items to make your website work for you.
Find out more at www.katlynslocumdesign.com.*

Don't discount your website analytics…
Use a tool like Hot Jar or Microsoft Clarity to see how potential clients are currently
interacting with your website and use this data to create a strategy.

Skip cleaver copy and opt for CLARITY…
Clearly and concisely explain what you do, who you help, and what problems you solve.

Create a clear and obvious Call To Action…
Want potential clients to schedule a call or consultation? Make sure everything on your
website continuously points to that CTA.

Offer a pre-qualifying form…
Ask a few questions first to make sure it's a good fit on both sides. Create an alias email
(like info@) for those who refuse the form.

Explain your process in bite-size steps…
Understanding how you work is important, but don't make it overwhelming.

Limit your navigation menu…
Don't put too much in your header — 5-6 items is enough here. Additional resources
and information should be in the footer.

Add an FAQ page…
Answering Frequently Asked Questions can put potential clients at ease.

State your location…
Make sure your service area is noted somewhere on your website.

Continuously audit your site…
Stay up to date to ensure your potential clients have the best possible user experience
on your website.