7 Copy Mistakes to Avoid on Your Home Page

Homepage Copy Checklist

- ☐ Clear CTA- say it clear, say it often...what do you want them to do?

- ☐ Speak to 1 not to Many- think of your best client and talk to them

- ☐ Make it about them- it's not about you, it's about their needs

- ☐ Avoid 'curse of knowledge'- use language that THEY would use, not formal/industry specific/educational language

- ☐ Headlines should pack a punch- if someone scans only your headlines, will they get the important stuff? Avoid generic, fluffy, wordy, formal or ambiguous headlines

- ☐ Use Keyword Phrases- what are they searching for and make headlines relevant to that.

- ☐ Simplify- if you confuse you'll lose...your offer, the problems you solve, the dreams you make come true and HOW they get it should be EASY to understand and find. Save rich, in-depth content for blog posts or subpages.