

# Make Your Website into a Client Generating Machine



A Checklist for Getting Your Professional Website Found On the Internet

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## Make Your Website into a Client Generating Machine

This document should be used as a checklist to see if you are doing everything you can to make your professional website a “Client Generating Machine.” It’s divided into two sections:

- Getting People to Your Site
- Keeping People On Your Site and Turning Them Into Clients

As you’ll see, there are a lot of things you can do to make this happen. Go through this list and check off the things that you have already done. Then give yourself a score and a grade. **Don’t worry about getting a poor grade.**



If you need help in creating a website that is a Client Generating Machine, well, that’s what we do at HelpingSites.com.

We help you help others.

Contact us at [support@HelpingSites.com](mailto:support@HelpingSites.com).

# Make Your Website into a Client Generating Machine



## Getting People to Your Site

### No or Low-Cost Methods Plus a Few Paid Options

We'll begin with "no cost" or low-cost ways to get people to your site.

Give yourself 1 point for each statement you agree with.

\_\_\_ **I have optimized my site for SEO (Site Optimization).** This can be very complex, but we've listed 10 basic things you should do to make sure your site is found on search engines.

\_\_\_ **Each page on my site has at least three identifiable keywords based on what people in my community are searching for.** Note: You can find out the keywords people are searching for through a free Google Keyword Planner available from Google. [Click here to find out more about Google Keyword Planner.](#)

\_\_\_ **I have placed keywords so that they appear naturally and organically through the content of my site.**

\_\_\_ **I have placed keywords in the headings and subheadings of my site.**

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\_\_\_\_\_ **My blog posts contain keywords.**

\_\_\_\_\_ **Every page on my site has a unique page title**

\_\_\_\_\_ **Every page on my site has a unique page description which matches the page content.**

\_\_\_\_\_ **I have individual web pages each service I provide (e.g. individual therapy, couples counseling, and family therapy).**

\_\_\_\_\_ **I have individual web pages created for each population I serve (e.g. children, divorcing couples, veterans, etc.).**

\_\_\_\_\_ **I have at least 20 websites linking back to my site.** Ask local colleagues in the healthcare industry in your town to link to you from their website

\_\_\_\_\_ **My web pages have no duplicate content (i.e. make sure text is not repeated anywhere).**

\_\_\_\_\_ **I have an updated and optimized blog that solves problems common to the audience I want to attract.** Blogs are great ways to build your platform and add can be a very important way to get you found on the Internet, but they are not useful if they are not relevant, if they are not kept up and if they are not optimized for SEO.

\_\_\_\_\_ **I regularly send out an E-Newsletter.** Newsletters are universally ranked as the best single way to market your practice. Your newsletter should be sent out at least once a month.

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\_\_\_\_\_ **I have free and valuable content on my site on a landing page.**

Content marketing is recommended as the primary way to build your community. Your blog and your newsletter should have links to a landing page where people can sign-up to get your content. This is the best way to build your email list.

\_\_\_\_\_ **I regularly post on my social media business page about my area of expertise.** Most professionals find that Facebook is the preferred site for building a community. Follow the 80:20 rules: 80% of posts provide valuable information and 20% provide information about services you offer.

\_\_\_\_\_ **I am part of at least one directory of psychotherapists or counselors.** Most therapists are part of at least one general directory such as [www.PsychologyToday.com](http://www.PsychologyToday.com) or [www.GoodTherapy.org](http://www.GoodTherapy.org). You may also wish to be part of a more specialized directory such as the Anxiety and Depression Association of America ([www.aada.org](http://www.aada.org)).

\_\_\_\_\_ **I have Google Analytics on my site.** Google Analytics is a simple free tool (a piece of code that goes on every page of your site), that is an absolute requirement to measure the quantity and quality of your website traffic. Without Google Analytics, it is impossible to see and learn about what works and what doesn't in terms of bringing traffic to your website. [You can click here to find out more about Google Analytics.](#)

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## Paid Advertising

You don't have to use paid advertising to bring people to your website, but well-thought out paid advertising program can certainly jump-start your web traffic. Give yourself 2 -points if you use any of these paid advertising methods. If you don't know what these terms mean, or whether paid advertising is right for you, we'd be glad to assist you when you sign-up at [HelpingSites.com](http://HelpingSites.com) with resources and suggestions for hiring a marketing consultant.

\_\_\_\_\_ I use display advertising

\_\_\_\_\_ I use retargeting (also called Remarketing)

\_\_\_\_\_ I use Facebook advertising

\_\_\_\_\_ I use LinkedIn advertising

\_\_\_\_\_ I use pay-per-click advertising (primarily Google AdWords)

## Keeping People on Your Website And Turning Them into Clients

Have you ever gone into a new store, taken a quick look around and then walked right out? It takes just seconds to know whether a store—or a website—is a place you want to invest the time to look around and spend your hard earned money.

In this section, we'll look at ways to make your website “sticky,” which, as you may suspect, is a marketing term that describes how long people stay on your website and what they do before they leave. Obviously, the ultimate goal is to have potential clients contact you and see if there is a good professional fit. This is call “client conversion” and is most likely to happen when you appropriate *Calls to Action* (CTA) in the right places on your website. Give yourself one point for each statement that describes your site.

\_\_\_\_\_ **I have a modern and attractive web design which holds a visitors interest.** Website designs go through trends and if you have an older looking site, it tends to turn off visitors. Fortunately, this is one of the easiest things to fix.

\_\_\_\_\_ **I have a clear Call to Action (CTA) on every page.** Do you have your phone number or link to an appointment calendar at the top of each page? You never want to have visitors search for ways to contact you.



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\_\_\_\_\_ **I make it easy for people to see if my services are a good fit.**

Many therapists offer a free ½ hour phone consultation for potential clients. This works best when you have a “smart” calendar where people can select a time slot for the appointment. Good calendar software then contacts your potential clients (and you) with reminders about the appointment. There are many calendar programs available to you like [www.calendly.com](http://www.calendly.com) and [www.acuityscheduling.com](http://www.acuityscheduling.com).

\_\_\_\_\_ **I have carefully selected images which help tell the story of who I am and what I provide for clients.** Selecting images for your website can be harder than most people realize. Overused images can be a real turnoff to website visitors. Too many images can make your web pages look good, but they will also cause the website take a long time to load. Images should be carefully matched to the copy on your site.

\_\_\_\_\_ **My website is written in the first person with warm and authentic copy.** The words on your website should literally “speak” to your potential clients. You’ll want to write in the first person as if you were meeting someone for the first time. Don’t be too wordy and avoid psychological jargon.

\_\_\_\_\_ **I have a professional photo on the site.** We highly recommend that you invest in a professional photo. Your photo should show you as engaging and approachable. Look right at the camera (meaning you are making eye contact with your website visitor).

\_\_\_\_\_ **My website is optimized for use on a mobile device.** Since more than 50% of website visits are through a mobile device, it is important

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that your website looks good and functions well on a mobile phone or tablet. Be sure to test out your site on your own devices.

**\_\_\_\_\_ I have relevant resources on my site including links and downloads.** You want a few links on your website, but only ones that are relevant. Long lists of resources are a turn-off to visitors. Make sure that if you link to another site, the site opens in a new window (a.k.a., a new tab) rather than taking the visitor off your website. You should also have useful resources for potential clients such as self-assessments, worksheets, and brochures to download.

**\_\_\_\_\_ I have a well-produced video on my site introducing myself and my work.** Bing! Bing! Bing! Bing! Bing! If you've checked off this statement you get 10 bonus points! Very few therapists use videos on their sites, but there are few marketing tools that are more likely to engage your site visitors. And search engines like Google give ranking preference to sites with videos. Note the phrase "well-produced." If your video is not well-produced (lighting, pacing, sound, etc.) and very interesting to watch, it would be better not to have it. Amateurish videos are an immediate turn-off.

**\_\_\_\_\_ I have links to publicity such as newspaper articles, radio or TV interviews, on my site.** Kudos to you if you have these on your site. Getting publicity about your practice and your expertise shows that you stand out from other therapists in your area.

**\_\_\_\_\_ I have endorsements on the home page of my site.** Don't be so modest. If people have said great things about you, quote them on your site, disguising their names of course. Endorsements should preferably be on your home page.

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**Potential Points: 47**

**Put the number of points you have accumulated here: \_\_\_\_\_**

- Score: 40+** Great job! Don't stop now.
- 30-39** Not bad. Keep it going; may need to add a few options and possibly seek some help.
- 20-29** You're on your way. You should consider getting some outside help
- Under 20** Time to call in the pro's



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We'll start you off with a newly optimized web design **and** a one-hour phone consultation on how to grow your professional business.

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