

Neta Talmor Presents:

THE ANATOMY OF A MONEY-MAKING WEBSITE FOR SERVICE-BASED SOLOPRENEURS

THE ULTIMATE CHECKLIST OF EVERY PAGE YOU MUST HAVE ON YOUR WEBSITE TO TURN VISITORS INTO RAVING CUSTOMERS (AND WHAT TO INCLUDE ON EACH PAGE!)



PAGES TO INCLUDE

- Home Page
- What I Do Page
- About Me Page
- Services/Products Page
- Resources & Tools Page
- Freebies Page
- Blog Page
- Shop/Register Page
- Contact Me Page
- Privacy Policy & Terms Pages

OPTIONAL/BONUS PAGES

- Landing & Thank You Pages
- Live/Replay Webinar Page
- Any other page you need or want!

DON'T FORGET!

- Install a Facebook Pixel on your website if you plan on running Facebook ads!

WHO THE HECK AM I?

I am Neta Talmor and I love to come up with ways to make complicated things easier, smarter and better. I am the brains behind *No Hassle Website* and other *No Hassle* brand products.

As a serial entrepreneur who never worked for anyone else, I started my own businesses ranging from cloth diapers to a boutique hotel in the middle of the jungle in Costa Rica; from being a branding & marketing strategist for solopreneurs to selling custom made wedding dresses online; from affiliate marketing to ready-made websites, I've been there and done that!

One common thread through all of my businesses is my passion to simplify processes and products, and make them more accessible to more people (by making them more affordable, or easier to use and understand, or faster to complete etc.). I like to challenge common beliefs and assumptions about what people can do and how they can do it, and offer alternatives to those beliefs.

This *Ultimate Checklist* is my little gift to you, that I hope will make your website journey easier, smarter, better and much more of a *No Hassle* experience,

Neta Talmor

MY OWN BOSS @ NO HASSLE WEBSITE
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WHO THE
HECK AM I?

THE ANATOMY
OF A
MONEY-MAKING
WEBSITE FOR
SOLOPRENEURS

Checklist

HOME PAGE

MAIN GOAL:

GET THEM TO STAY AND FIND WHAT THEY ARE LOOKING FOR

BONUS GOAL:

MAKE THEM FEEL THEY GOT TO THE RIGHT PLACE

WHAT TO INCLUDE "ABOVE THE FOLD" (=WHAT VISITORS SEE WITHOUT SCROLLING DOWN ON A DESKTOP SCREEN)

- Don't use the word "welcome," people already know they are welcome!
- Describe what you do/offer in 1-2 lines
- Call out your audience so they know they are in the right place
- Add a picture of yourself (or your brand)
- Call to action button or buttons
- Opt-in/Sign-up box (to your freebie/newsletter etc.)

HOME PAGE (CONTINUED)

MAIN GOAL:

GET THEM TO STAY AND FIND WHAT THEY ARE LOOKING FOR

BONUS GOAL:

MAKE THEM FEEL THEY GOT TO THE RIGHT PLACE

WHAT TO INCLUDE "BELOW THE FOLD" -

LINKS/SHORTCUTS TO MORE INFORMATION:

- What do you do/offer? (this should link to "**What I Do**" page)
- Who are you? (this should link to "**About Me**" page)
- Resources/Tools/Blog: Give value! (can link to a "**Resources/Tools**" and/or "**Blog**" page)
- Freebies: Give even more value! (can link to a "**Freebies**" page if you offer several freebies)
- Work with me: tell them 2-4 things you can do for them with call to action buttons or more info buttons (these should link to your specific "**Services/Products**" page)
- Testimonials/Press logos etc.: to build immediate trust

WHAT I DO PAGE

MAIN GOAL:

CONVEY IN A SIMPLE WAY WHAT PROBLEM YOU SOLVE AND HOW YOU SOLVE IT

BONUS GOAL:

MAKE THEM REALIZE YOUR SPECIFIC SOLUTION IS THE ONE THEY HAVE BEEN LOOKING FOR

WHAT TO INCLUDE:

- A paragraph that even a kid would understand, describing your solution, who it is for and how you do it. You can use the following structure to cover this information: I help X (describe your ideal customer and their pain point), achieve Y (describe the solution you bring), by doing Z (describe how you do it).
- Your philosophy
- Your methodology
- Your services/products (can repeat exactly what you have on the Home page in the "Work with me" section)

ABOUT ME PAGE

MAIN GOAL:

GET THEM TO KNOW AND LIKE YOU (OR YOUR BRAND) BY RELATING TO YOU ON A PERSONAL LEVEL THROUGH YOUR STORY

BONUS GOAL:

MAKE THEM FALL IN LOVE WITH YOU

WHAT TO INCLUDE:

- Write in first (not third!) person and "speak" to your ideal customer as if you are speaking to a friend
- Your story: how you got to where you are today (including struggles and challenges you had getting to where you are now)
- Some anecdotes and interesting facts about you that are not related to your business, including some flaws/weaknesses/mistakes you made (people like people they can relate to!)
- Credentials: they can be formal, informal or simply your experience!
- Trust: testimonials or other ways or reasons for your visitors to trust you
- At least one picture of YOU!

SERVICES/PRODUCTS PAGE/S

MAIN GOAL:

PROVIDE A DETAILED DESCRIPTION OF EACH OF YOUR SERVICES/PRODUCTS

BONUS GOAL:

MOVE THEM TO THE NEXT STEP (REGISTER/BUY/CONTACT ETC.)

WHAT TO INCLUDE:

- You can have a dedicated page for each type of your services/products, or one page for all of them
- Description and features of each specific service/product so people know what they are getting and what to expect
- Benefits of the service/product (remember - people buy and want the benefits, not the features!)
- Call to action buttons to move them to the next step (register? buy? contact you?)
- This is a good page to use to "sprinkle" some more of you brand personality around so they know that you and what you offer are perfect for them

RESOURCES & TOOLS PAGE

MAIN GOAL:

GIVE VALUE BY SHARING YOUR FAVORITE RESOURCES & TOOLS FOR YOUR IDEAL CUSTOMER TO USE

BONUS GOAL:

IMPROVE YOUR SEO BY INCLUDING A FEW USEFUL OUTBOUND LINKS FROM YOUR WEBSITE (GET SOME GOOGLE LOVE!)

WHAT TO INCLUDE:

- A list of resources & tools (books, online tools, websites etc.) you recommend that you believe will benefit your ideal customer, and links to them

FREEBIES PAGE

MAIN GOAL:

GIVE, FOR FREE, UNIQUE AND AWESOME VALUE THAT WILL HELP RESOLVE A PAIN YOUR IDEAL CUSTOMER HAS AND WILL ESTABLISH YOU AS AN AUTHORITY

BONUS GOAL:

GROW YOUR EMAIL LIST BY HAVING YOUR VISITORS OPT-IN (=GIVE YOU THEIR EMAIL ADDRESS!) TO RECEIVE YOUR FREEBIES

WHAT TO INCLUDE:

- 2-3 irresistible freebie offers (can be a PDF, checklist, webinar, video training, challenge etc.)
- Opt-in box/link for each freebie

BLOG PAGE

MAIN GOAL:

CREATE CONTENT THAT IS MEANINGFUL TO YOUR AUDIENCE

BONUS GOAL:

BLOGGING REGULARLY WILL DRIVE MORE TRAFFIC TO YOUR WEBSITE, CAN BE SHARED ON SOCIAL MEDIA AND CAN CONVERT TRAFFIC INTO LEADS

WHAT TO INCLUDE:

- If you are just starting to blog, include at least 3 blog posts
- New posts on a regular basis, focusing on the pain points your ideal customer has and available solutions
- Highly shareable posts are ones which do not promote you or your specific services, but instead, offer valuable, actionable information and solutions
- Call to action or opt-in offer at the end of each blog post (can help convert traffic into leads!)

SHOP/REGISTER PAGE

MAIN GOAL:

MAKE IT EASY FOR YOUR VISITORS TO ORDER/REGISTER/BUY FROM YOU

BONUS GOAL:

OFFERS A QUICK SNAPSHOT OF ALL YOUR OFFERS/SERVICES IN ONE PLACE

WHAT TO INCLUDE:

- All the products & services you offer that require payment or registration
- If you prefer not to have prices displayed or if you customize your products & services to each customer, you can list everything and add a "contact me" or "more information" button instead of a "buy now" button

CONTACT ME PAGE

MAIN GOAL:

GET PEOPLE TO CONTACT YOU

BONUS GOAL:

PROVIDE MORE INFORMATION ABOUT YOUR BUSINESS SUCH AS YOUR EMAIL ADDRESS, PHYSICAL ADDRESS AND PHONE NUMBER, ALL OF WHICH INCREASE TRUST & RELIABILITY

WHAT TO INCLUDE:

- A contact form (make sure to let them know how quickly they should expect a response)
- Additional information on your business such as your email address, physical address, map, phone number etc.

PRIVACY POLICY & TERMS PAGES

MAIN GOAL:

DECLARE TO YOUR VISITORS WHAT YOU WILL DO WITH THEIR INFORMATION (PRIVACY POLICY PAGE) AND THE RULES OF YOUR WEBSITE (TERMS OF SERVICE PAGE)

BONUS GOAL:

ADD TRUST TO YOUR WEBSITE BOTH FOR YOUR VISITORS AND FOR GOOGLE, WHICH CAN IMPROVE YOUR SEO

WHAT TO INCLUDE:

- Privacy Policy page is required by law: you can use a privacy policy generator or plug-in to create it and add it to your website
- Terms of Service page is not required by law but recommended: you can use a terms of service generator or plug-in to create it and add it to your website



OPTIONAL & BONUS PAGES

- Landing pages: dedicated pages you will send people to, usually from ads, to sign up for a webinar or download a PDF you created etc.
- Thank You pages: pages you will redirect people to after they sign up for something on your Landing pages
- Webinar page: a page where people will go to watch your live webinar or replay
- Any other page you need or want!
- Facebook Pixel: this is not a page, but you **MUST** install it on your website if you plan on running any Facebook ads in the future!

GENERAL DESIGN GUIDELINES

- Color scheme: choose a color palette that you like and speaks to you & to your brand, but don't overthink or worry about it too much! You can google the words "color palette" and a color you like (for example: "color palette teal") and pick a palette to use around your website & in your logo
- Logo: don't make your logo the most important element of your website and brand! A logo is actually a very small part of a true brand and you would benefit much more by focusing your energy, time and resources on other aspects of your branding, on content, creating and delivering value etc. Just like with the color scheme, don't overthink or worry about it too much. A \$5 logo on fiverr could be as effective and as beautiful as a \$500 one made by a designer that took you 2 months to finalize...
- Navigation: keep it easy & intuitive, and all information should be available to your visitor in no more than 2 clicks away from the Home Page
- Footer: use it to put links to important pages on your website, that don't necessarily need to be on the main menu or that you want to include again (for example, Contact Me page, Privacy Policy etc.)