

The Formula for a Perfect Website

HERO SECTION (Above the Fold)

Subheading

-> What does your business do? Use SEO keywords.

Short sentence with keywords that describe your service and location (if relevant).

Main Heading

-> How does this make your customer's life better?

Speak directly to the transformation - make it clear, not clever.

CTA Button

-> A clear call to action - something they can do now.

Examples: Get a Quote - Book a Call - Start Now

3-Column Row: Benefits

For the Hero

A direct benefit the customer gets (more time, less stress, peace of mind)

For the Hero's Family

A benefit for the people around them (safety, beauty, ease, enjoyment)

For the Hero's Business

A practical or financial outcome (growth, efficiency, professionalism)

PROBLEM SECTION

Main Heading

-> What's the problem your customer deals with?

Subheading/Body

-> Elaborate on the issue. Show empathy. Make them feel seen.

"We get it - this is frustrating, confusing, overwhelming..."

3-Column Row: Problems / Pain Points

Issue 01

Headline example: "No more ugly lawns" or "Avoid travel fiascos"

- Use bullet points to break it down
- Keep each bullet short
- Describe the problem clearly

The Formula for a Perfect Website

Issue 02

Headline example: "Ditch the hassle" or "Save hours each week"

- List the struggles they're tired of
- Be empathetic but simple
- Keep it skim-friendly

Issue 03

Headline example: "Feel confident, not confused" or "No more guesswork"

- Describe the emotional side too
- Use simple words
- Focus on how it feels to deal with this problem

THE SOLUTION (Value Proposition)

Main Heading

-> How does your solution solve the problem?

Subheading/Body

-> Describe what you offer and how it solves the issue. Keep it simple and focused on results.

Example: We provide [product or service] that helps you [outcome].

THE PLAN (Make It Easy)

Main Heading

-> What's the plan to do business with you?

Subheading/Body

-> Use a 3-step plan to guide your customer forward. Keep it frictionless.

1. Step One - Schedule a free consultation (or similar starting point).
2. Step Two - We create a personalized plan / start the service.
3. Step Three - You enjoy the results / stress less / grow faster.

TRUST & CREDIBILITY

Main Heading

-> Why should they trust you?

Subheading/Body

-> Add 1-3 testimonials, recognizable logos, or simple proof of success.

"Working with [Business Name] was the best decision we made this year. Everything is so much clearer now." - Satisfied Customer

The Formula for a Perfect Website

"They delivered exactly what they promised - and fast." - Real Client

Optionally include:

- Logos of clients you've worked with
- Short note on your experience or certifications
- Money-back guarantee or simple reassurance

WHAT'S INCLUDED

Main Heading

-> What do they get?

Subheading/Body

-> List the deliverables or features clearly. Then remind them how it helps.

Examples:

- Weekly service visits
- 24-hour response time
- Online portal access
- Custom report after each visit
- Ongoing support

BEFORE & AFTER (Transformation)

Main Heading

-> What transformation can they expect?

Subheading/Body

-> Describe how your customer's life or business changes after working with you.

Before:

- Confused by what to write
- Not sure what's working
- Frustrated with low engagement

After:

- Clear messaging
- A website that actually converts
- Confidence in your online presence

FINAL CTA

Main Heading

-> What action do you want them to take?

The Formula for a Perfect Website

Subheading/Body

-> Repeat your main CTA clearly and confidently. Remind them of the benefit they'll get.

Example: Ready to simplify your website and start seeing results?

CTA Button Text Ideas:

- Download the Free Guide
- Schedule a Call
- Get Started
- Build Your Site With Us