

Online Course – Connect & Convert

Attract clients with your website by creating content that your visitors will love

Module	Topic	Learnings	Resources
Module 1	Defining What You Do & Who You Do It For	<ul style="list-style-type: none"> • Why this is important • How to make a choice 	<ul style="list-style-type: none"> • Worksheet: How to decide your main services & target market
Module 2	Market Research & Analysis	<ul style="list-style-type: none"> • Where to find your target market • What is important to find out about them 	<ul style="list-style-type: none"> • Worksheet: How and where to do the market research
Module 3	Ideal Client	<ul style="list-style-type: none"> • Why ideal clients are great • How to define who is <i>your</i> ideal client 	<ul style="list-style-type: none"> • Worksheet: Defining your ideal client
Module 4	Homepage	<ul style="list-style-type: none"> • What is needed on your homepage • How to find <i>your</i> unique impactful key messages 	<ul style="list-style-type: none"> • Worksheet: Decide your homepage key messages & main Call to Action
Module 5	Optin	<ul style="list-style-type: none"> • What is an optin and why you need it • What to offer as your optin gift • The optin process 	<ul style="list-style-type: none"> • Worksheet: Create your optin gift
Module 6	About Page	<ul style="list-style-type: none"> • Why the about page is important • How to connect with your website visitors/ potential clients on your about page 	<ul style="list-style-type: none"> • Worksheet: Write your about page
Module 7	Work With Me Page	<ul style="list-style-type: none"> • What people's hesitations and thoughts are before making a decision to get in touch • How to address these on your work with me page 	<ul style="list-style-type: none"> • Worksheet: Write your work with me page
Module 8	Testimonials	<ul style="list-style-type: none"> • Why testimonials are great • How to get the testimonials <i>and</i> written the way you want it 	<ul style="list-style-type: none"> • Worksheet: Request testimonials
Module 9	Blog	<ul style="list-style-type: none"> • What is the purpose of blogging • What to blog about and how often 	<ul style="list-style-type: none"> • Worksheet: Write your first blog post (includes a blogging checklist!)