Seven Must-Do Website Hacks That Improve Your Client Workflow

Your Website can be your best tool for managing future and current clients. Here's the checklist:

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1. **Use your contact page to screen for your ideal clients.** Basics: Name, email, type of service they need. Budget and/or income goal. What do you need to know about them to determine if they're a good fit?

2. **If you have a CRM like Honeybook, Dubsado, or Tave, embed *their* contact from into your site**. Managing clients post-inquiry will be sooo much easier, because it gives you one place to send, receive and track communication, documents and payments.

3. **Inquiry submission follow up.** Get rid of the polite "Thank you, we'll get back to you soon" and send them to the next step in the your workflow. Where do you want them to go? Link to complete a follow up questionnaire, or to schedule a consultation.

4. **Write an FAQ.** What frequently asked questions do you get from your clients? What's it like to work with you? Create a separate page or make it a section on your About page.

5. **Put A Call to Action on every page.** Ask your clients to contact you, linking to your contact page.

6. **Have Your Contact information on every page.** Clickable email and phone number. If you have a storefront, add your address. If not, then your city and state. Don't make visitors search for them.

7. **Create an Instagram/Social media page on your website.** Make "link in profile" work better for you! Send that link to a page on your website that links to your blogs, your features, and your contact information. Instead of sending visitors to third party site, it's better for you and your SEO ranking to go to yours.

Questions? Need help?

Contact me:

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or schedule a call