



Everstrong

COACHING WEBSITE CHECKLIST

2 October, 2024

Everstrong Digital Media



WELCOME TO THE EVERSTRONG MEDIA COACHING WEBSITE CHECKLIST!

"This guide is designed to help ensure your coaching website is optimized for attracting and retaining clients. Our checklist covers all critical areas, from branding and content to user experience and SEO. Let's start creating a powerful online presence that authentically and effectively represents your brand.



BRANDING ESSENTIALS

- Logo: Does your website prominently display your logo in the header and footer?
- Color Scheme: Are the website colors aligned with your brand identity?
- Typography: Is your font style readable and consistent with your brand?
- Imagery: Are the images professional, high-quality, and relevant to your coaching practice?



www.everstrongmediallc.com

HOMEPAGE FUNDAMENTALS



- Hero Section: Is there a clear and engaging hero section with a headline communicating your value proposition?
- Call-to-Action (CTA): Does the homepage include a strong, primary CTA (like "Book a Free Consultation")?
- Testimonials: Are there testimonials or success stories to build credibility?
- Introduction to Services: Does the homepage briefly overview your services?


ABOUT PAGE

- Personal Story: Does the About page include a personal story that helps potential clients connect with you?
- Qualifications: Are your credentials, certifications, or relevant experience listed?
- Approach to Coaching: Do you explain your coaching philosophy or unique approach?

SERVICES PAGE

- Service Breakdown: Are all of your services clearly outlined with descriptions?
- Benefits: Do you list the benefits clients can expect from each service?
- Packages and Pricing: Are your pricing options and packages clearly presented?
- Booking System: Is there an easy way for clients to book sessions or consultations directly on this page?



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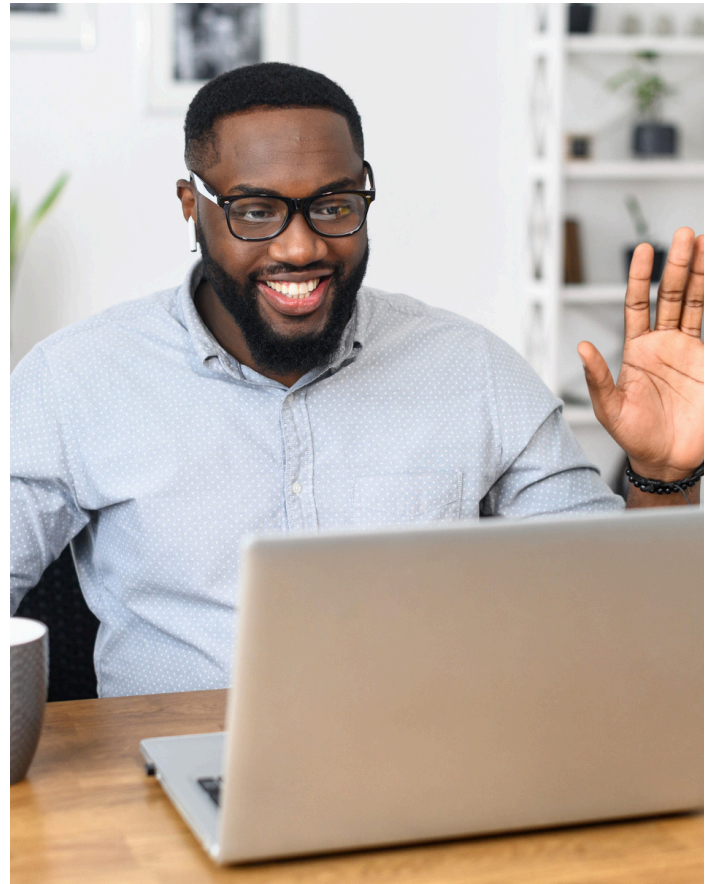


CONTACT INFORMATION

- **Contact Form:** Is there a contact form that's easy to fill out?
- **Phone Number:** Is your phone number visible for direct communication?
- **Email:** Is your email address provided and easy to find?
- **Social Media Links:** Are there links to your active social media profiles?

BLOG OR RESOURCES SECTION

- **Content Strategy:** Does the blog have articles that address your clients' needs and challenges?
- **SEO Optimization:** Are blog posts optimized for relevant keywords to attract organic traffic?
- **Engaging Content:** Are you using multimedia (images, videos) to make posts more engaging?
- **Consistency:** Do you post consistently to keep clients engaged and improve SEO?




TESTIMONIALS AND CASE STUDIES


- **Client Stories:** Do you showcase specific success stories or transformations?
- **Before-and-After (if applicable):** Are there clear examples of your coaching impact?
- **Permission:** Do you have permission from clients to share their testimonials or case studies?

USER EXPERIENCE (UX) AND MOBILE OPTIMIZATION

- **Navigation:** Is the website easy to navigate with a clear menu structure?
- **Mobile-Friendly:** Does your website look and function well on mobile devices?
- **Load Speed:** Have you tested your website for fast load times?
- **Accessibility:** Is the website accessible to all users, including those with disabilities?

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SEO AND ANALYTICS

- **Keyword Optimization:** Are keywordsOptions: Are all pages optimized with unique and compelling meta descriptions?
- **Google Analytics:** Do you have Google Analytics to track website performance?
- **SEO Tools:** Are you using tools like Google Search Console for ongoing SEO monitoring?

LEGAL AND SECURITY

- **Privacy Policy:** Does your website have a privacy policy that aligns with current regulations?
- **Terms and Conditions:** Are there clear terms and conditions listed on the site?
- **SSL Certificate:** Is your website secure (HTTPS) to protect client information?
- **Data Protection:** Have you taken steps to ensure client data security?

THANK YOU FOR USING EVERSTRONG MEDIA'S COACHING WEBSITE CHECKLIST!


WE HOPE THIS GUIDE IS HELPFUL TO YOU.
IF YOU NEED ASSISTANCE BUILDING OR OPTIMIZING YOUR
WEBSITE, OUR TEAM IS HERE TO HELP.

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