

- Clear single goal for the website: For prospects + existing clients

---
- Modern, clear design that's responsive and mobile-friendly

---
- Simple navigation. Not too many options or sub menus

---
- Clear contact us details: phone, email

---
- Home page that grabs their attention and immediately differentiates you from your competitors

---
- Compelling headlines and content following the AIDA formula (Attention, Interest, Desire, Action)

---
- Video on the home page and about us page. Featuring people

---
- Clear call to action on every page

---
- Data capture with an ethical bribe, linked to a CRM with a follow-up sequence

---
- Trust badges (organisations you're a member of that your prospects will recognise + logos of media that have featured you)

---
- Social proof: Testimonials, case studies

---
- Google analytics

---
- Live chat?