



1/9

A homepage banner is not the job they searched

Someone can land on your homepage and still not see the work they typed.



2/9

Name the job

The page should say the work they came for.



3/9

Name only the towns you cover

Keep extra towns off the page.



4/9

**Put the phone that rings above
the fold**

Do not hide it under the banner.



5/9

Give one next step

A person should be able to finish it on a phone.



6/9

Test it yourself

If you cannot finish it, a customer cannot either.



7/9

Do not add a second site

Fix the page you already have.



8/9

Get the 7-day site guide

[aidigitalsmart.us/guides/
7-day-site-that-gets-booked.pdf](https://aidigitalsmart.us/guides/7-day-site-that-gets-booked.pdf)

aidigitalsmart.us



9/9

Take the next step

aidigitalsmart.us/start/

aidigitalsmart.us