



# Welcome to Your Website Transformation

## Warm, confident, friendly tone

Hi everyone, and welcome. I'm so glad you're here today.

If you've ever looked at your own website and thought, *"I'm not sure it's doing much for me,"* — you're in the right place.

Today, I'll walk you through how to build a professional website that actually turns visitors into clients — even if you're not tech-savvy.

We're going to take this one simple step at a time. By the end, you'll know exactly what your website needs, what to fix first, and how to make those changes without hiring a developer.

So grab a notebook, because I'll be sharing an easy checklist you can start using today.

# What Your Website Really Needs

## Encouraging and simple

Let's start with the foundation – what your website really needs to **work for you**.

The goal of your website is not to impress people with fancy design. It's to **help visitors understand three things in under 10 seconds**:

Who you help

What you do

What you want them to do next

If your homepage can do that, you're already ahead of 80% of websites out there.

## Must-Have Pages

Here are the *must-have* pages every aging in place professional should have:

- **Home page** – your first impression. Use a short headline like "*Helping Older Adults Live Safely and Comfortably at Home.*"
- **About page** – tell your story, why you do this work, and what makes you different. People connect with people.
- **Services page** – list what you offer, but focus on the *benefit* to the client. Instead of "Grab bar installation," try "Prevent falls in the bathroom with sturdy, attractive grab bars."
- **Testimonials** – social proof matters more than any sales pitch.
- **Contact page** – make it easy! Include a form, phone, and email.

  **Quick Tip:** Keep your language conversational. Avoid jargon. Pretend you're talking to a client over coffee.

# Trust Turns Visitors into Clients

## Warm and relatable

Now that your foundation is in place, let's talk about *trust*.

Trust is what turns a curious visitor into someone who's ready to call you.

## How to Build Trust Instantly

Here's how you can build trust instantly:

- **Add a friendly, professional photo** of yourself or your team. People want to see who they'll be working with.
- **Show your credentials** – CAPS, OT, RN, or Certified Dementia Specialist. It tells visitors, "You're in good hands."
- **Include real client testimonials** – even short ones. A sentence like "They helped my mom stay safely at home after her hip surgery" goes a long way.
- **Use your local identity** – say "Serving the Albuquerque area" or "Helping families in Central Florida." It makes your business feel real and nearby.
- **Don't forget reviews!** Embed your Google reviews right on your site if you can.

Trust also means security. Make sure your site has "https" in the address (that's the little lock icon), and don't overload it with pop-ups or flashing banners.



# Every Page Should Guide Visitors to Take Action

## Energetic and practical

Here's the secret to a website that *converts*: every page should guide visitors to take one simple action.

That's called your **Call to Action**, or CTA.

## Examples:

"Schedule a Free Home Safety Consultation"

"Request a Bathroom Safety Assessment"

"Contact Me for a Quote"

## How to Make Your CTA Work

Here's how to make your CTA work:

01

### Use action verbs

"Schedule," "Call," "Get," "Book."

02

### Keep it visible

Put a button at the top and bottom of every page.

03

### Make it easy

Don't ask for too much info. Just name, email, and phone number.

If you want to take it one step further, offer a simple **lead magnet** — maybe a free PDF checklist like "10 Ways to Prevent Falls at Home." That gives visitors a reason to stay in touch, and it gives you a way to follow up later.

# Make Your Website Look Trustworthy

## Reassuring and motivating

Now let's make sure your website *looks* trustworthy too.

You don't need fancy design — just clarity.

## Golden Rules for Design

Here are my golden rules:

### Large, easy-to-read text

Use high contrast (dark text on light background).

### Leave white space

Between sections — it helps people focus.

### Use real photos

Of your projects or clients (with permission) — stock photos feel cold and generic.

### Include testimonials with photos

If possible — faces build connection.

### Mobile-friendly design

Make sure it looks good on your phone.  
Most visitors will find you that way.

If you use WordPress, Wix, or Squarespace — every one of them has templates designed specifically for service businesses. Start with one and just replace the content — don't reinvent the wheel.



## Part 5: Tools for Non-Tech People

# You Don't Need to Be a Web Designer

## Supportive and upbeat

Let's talk tools — because you don't need to be a web designer to have a great website.

## Beginner-Friendly Tools

Here are my favorite beginner-friendly tools:



### Website builders

Wix, Squarespace, or WordPress with Elementor.



### Graphics

Canva — it's perfect for banners, testimonials, or logos.



### Forms and scheduling

Jotform or Calendly to let clients book calls right on your site.



### Analytics

Google Business Insights or Fathom for simple visitor tracking.

  **My best advice:** *Start simple and improve over time.* Your first version doesn't have to be perfect — it just needs to be online.



 **Part 6: Action Plan**

## Your 7-Day Website Fix-It Plan

### Encouraging and motivating

Alright — let's put this all together.

Over the next 7 days, I want you to complete your **Website Fix-It Plan**.

### Your 7-Day Plan:



#### Day 1

Review your homepage — does it clearly say who you help and what you do?



#### Day 2

Update your About page with your story and credentials.



#### Day 3

Rewrite your service descriptions using benefits, not jargon.



#### Day 4

Add or update testimonials and reviews.



#### Day 5

Add clear buttons or links for "Contact" or "Schedule."



#### Day 6

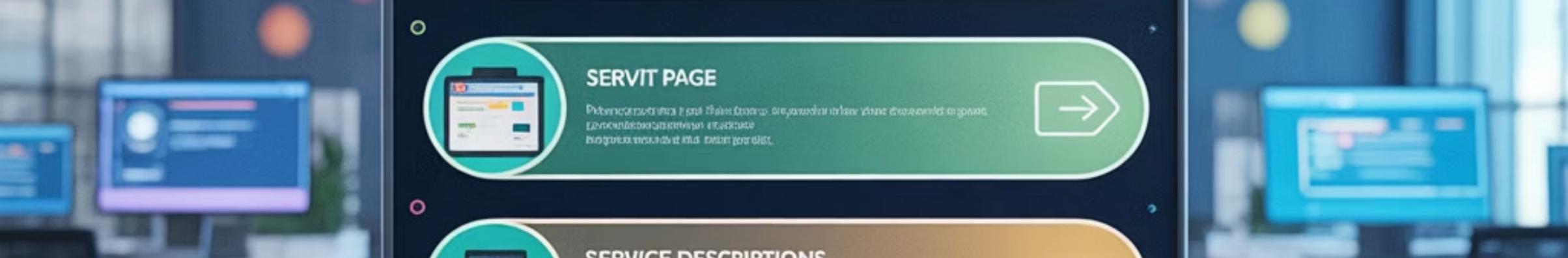
Check your mobile view.



#### Day 7

Ask one friend or client to visit your site and give honest feedback.

Small steps lead to big improvements.



🗨️ Wrap-Up & Invitation

## Your Website is Your Digital Handshake

### Friendly and genuine

Remember — your website is your digital handshake. It's often the first impression a client has of you.

When it's clear, friendly, and focused on helping — people feel confident reaching out.

If you'd like to go deeper, download the **Website Conversion Checklist for Aging in Place Professionals** — it's free, and it walks you through everything we talked about today, step by step.

And if you'd like feedback on your site, come share it in our LinkedIn group. We'll help each other polish and improve — together.

Thank you for being here, and for the work you do every day to help people live safely and independently at home.

# I'll see you next time.