

**START**



Why do you need a site?  
How do you change lives?  
Who is your audience and  
what are their challenges?  
what is your style?

People come to your  
site knowing what  
they want. If they  
can't find it in 3  
seconds they leave!

simple!  
enticing!  
great look and  
feel!

# Epic Web Design Tips!

- Mobile ✓
- Alt-Text ✓
- SEO ✓

HOME PAGE  
Heading, subtitle, call to action  
Problems you solve  
How to work with you  
Testimonials  
New and hot!

Use short paragraphs and words!

limit size and number of images for speed!

ABOUT PAGE  
Make them feel connected!  
Share what makes you special!  
INTERVIEWS AND ARTICLES!  
Call to action!

Don't link to blog, Facebook, Instagram, etc if you don't post!

calls to action need to explain why they should be clicked!