

AUTHORITY ENGINE FRAMEWORK™

Copyright 2014 © The Fletcher Method

Yes, there's a lot happening on this page. That's because it contains everything you need to launch a high-converting website.



REACH ELEMENTS

- ✓ Keywords in page titles and content
- ✓ Map and exact match NAP (name, address, phone) on every page of the site
- ✓ Use WordPress with responsive (mobile-friendly) theme

ENGAGEMENT ELEMENTS

- ✓ Clear USP, Ideally as a testimonial
- ✓ Clear minimal navigation
- ✓ Focus on your avatar, not your business
- ✓ Us at least 4 trust icons (awards & badges)
- ✓ Testimonials for social proof and trust
- ✓ Social media sharing toolbar

CONVERSION ELEMENTS


- ✓ Hello Bar (WordPress plugin)
- ✓ Tracking phone number with CTA
- ✓ Strong CTA above-the-fold
- ✓ Ultimate Lead Magnet with CTA
- ✓ Live chat or Opt-in box

Dallas Bankruptcy Lawyers

Hello Bar >> CTA

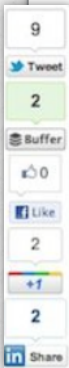
nav | action | action

schedule a meeting:
(800) 555-5555




"Jim quickly helped me get a fresh financial start without stress or embarrassment"


CTA



Trust Icons

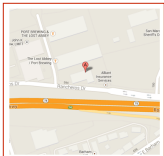
Your bio and actual photo or video, never stock images. You must greet them!





CTA

Ultimate Lead Magnet: easy to consume but advances the sale



Business Name Landing Page 1
Exact Address Landing Page 2
City, ST 00000 Landing Page 3
(714) 888-9292 Landing Page 4

Live Chat or Opt-in

privacy | terms of use | contact

THE TOOL KIT

- Genesis Framework-studiopress.com
- WP Engine or Bluehost
- Yoast SEO and Local SEO Plugins
- Yoast Google Analytics Plugin
- CallRail tracking phone numbers
- Opt-in Monster Plugin
- W3 Total Cache Plugin (speed)
- Gravity Forms (if not using email)
- Akismet (anti-spam)
- Dig Digg social sharing bar
- Olark live chat
- Apex Chat

OPTIONAL TOOLS

- 99 Designs- for custom WP theme
- Odesk- Hire a Genesis developer
- WP Curve (WordPress fixes)
- OptimizePress (landing pages)

Find out exactly what you should be doing right now to grow your business:
FletcherMethod.com/Workshop

YOUR AUTHORITY ENGINE **LAUNCH PLAN**™

Copyright 2014 © The Fletcher Method



The purpose of this exercise is to help you form a clear vision of how your website should function and save time by listing the key elements to be included in your design. A little up front planning goes a long way!

How should your visitors *feel* when they land on your site?

Write down your big promise here:

Which client(s) will you feature on your home page?

Which 4 trust icons will you use?

What will your Ultimate Lead Magnet be?

Which 3-4 core landing pages will you use?

TO DO LIST:

- ✓ Hosting
- ✓ Theme (studiopress)
- ✓ Plugins
- ✓ Google Analytics
- ✓ CallRail (phone tracking)
- ✓ Email provider
- ✓ Lead Magnet
- ✓ Landing pages
- ✓ Launch content

Find out exactly what you should be doing right now to grow your business:
FletcherMethod.com/Workshop