How many calls to action do you have on your homepage?

This is especially important if you're sending everybody from your socials through to your homepage. How many do you have?

I would say I'd wait while you go and check, but you can do that after the video. The reason I ask this is because I'm going to assume, and I think it's a fairly safe assumption, that most of us have a wealth of knowledge on whatever our expertise is. I think you'll agree with that.

So what can happen is that we try and download everything, a bit like I did with WordPress Demystified. I thought, Yeah, I'll download everything in my head. Well, regarding WordPress, not everything, everything. That'd be too scary for you.

But when we try and do that on our homepage, it can be very overwhelming.

So you don't need to have millions of calls to actions. It's not like, oh, let me put this in there. Oh, and just in case this, and let's put that in there.

Be clear. Be strategic.

If you have several calls to action, make it obvious why that person would go for that service over that one.

Make it obvious. We don't want them thinking, oh, that sounds good. Oh, that sounds good. Oh, that sounds good. There's too much, what am I gonna do?

Confused mind will walk away.

So think about how many calls to action do you have and is it a step-by-step? So if you have a call to action to a service, when you get on that service page— Oh, okay, maybe I should ask, does it go to a service page or does it go to All the services. If it goes to all the services, how will they know that you've just solved— you've just said here you can solve Problem A. I've clicked through and now I'm on all your services. I'm confused again.

So make it a step-by-step process.

Problem A, the next step is here. The next step is here. The next step is here. Because they may not want to buy from you immediately. They may need some steps in between.

We're thinking strategically.

Until next time.