LIGHTWORK MARKETING

Is Your Website Costing You Clients?

A 20-point checklist for healers, coaches, and spiritual practitioners. Go through it with your own site open in another tab. Most people find at least three things they can fix this week.

Takes about 15 minutes. No tech skills needed.

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HOW TO USE THIS

Check Off Everything Your Site Already Does Well

Be honest with yourself. If you're not sure, leave the box empty. Better yet, ask a friend who has never seen your site to try it on their phone and tell you what they notice. Add up your checkmarks at the end.

1 First Impressions

- [ ] **Someone can tell what you do within five seconds of landing.**
  "Reiki for anxiety and burnout in Austin" is clear. "Awaken your inner light" is lovely, but a new visitor won't know what you're offering.
- [ ] **It says who you help.**
  People book when they feel like the page was written for them.
- [ ] **It looks good and works on a phone.**
  Most of your visitors are on mobile. Text should be easy to read without zooming, and buttons easy to tap.
- [ ] **Pages load in about three seconds or less.**
  Slow sites lose people before they ever read a word. Large photos are the usual culprit.

2 Trust

- [ ] **There's a real photo of you, and an About page that sounds like you.**
  Clients are choosing a person, not a service. Let them meet you.
- [ ] **You show testimonials or reviews from real clients.**
  Even two or three short quotes help someone feel safe reaching out.
- [ ] **Your training and experience are easy to find.**
  Certifications, years in practice, the modalities you use. This matters even more for newer or less familiar work.
- [ ] **Your session pages explain what actually happens.**
  What a session looks like, how long it is, and what people usually feel afterward. Fear of the unknown stops a lot of first bookings.

3 Booking

- [ ] **Your prices are on the site, or at least a starting price.**
  When there's no price, many people assume it's out of reach and leave without asking.
- [ ] **There's a clear "Book" button near the top of every service page.**
  Don't make people scroll to the bottom to figure out how to work with you.
- [ ] **People can book and pay online without emailing you.**
  Every back-and-forth email is a chance for someone to change their mind.
- [ ] **You've tested your contact form and booking link in the last month.**
  Broken forms are more common than you'd think, and you'd never know you missed a client.

4 Getting Found on Google and AI Search

- [ ] **Each service has its own page.**
  One page for Reiki, one for coaching, one for readings. Google can't rank a page for everything at once.
- [ ] **Your pages use the words your clients actually search for.**
  Think "past life regression near me" or "life coach for women over 40," not just the name you gave your program.
- [ ] **Your city or region is mentioned if you see people in person.**
  And your Google Business Profile is set up and links to your site.
- [ ] **You answer common questions right on your pages.**
  A short FAQ helps people decide, and it's what tools like ChatGPT and Google's AI answers pull from.

5 Staying in Touch

- [ ] **There's a way to join your email list.**
  Most visitors aren't ready to book on their first visit. Email lets you stay with them until they are.
- [ ] **You offer something free in exchange for an email address.**
  A short meditation, a guide, or a checklist like this one.
- [ ] **New subscribers get a welcome email.**
  It's the email people are most likely to open. Use it to introduce yourself.
- [ ] **Your social profiles link back to your website.**
  Your site is the one place you own. Social platforms can change the rules any time.

YOUR SCORE

Count Your Checkmarks

There's no failing grade here. Every box you can't check yet is a clear next step.

17 to 20: Your Site Is Doing Its Job

Keep it updated, keep adding helpful content, and keep testing your forms. Your next gains will come from getting more of the right people to visit.

11 to 16: Good Bones, a Few Leaks

People are probably finding you and then slipping away. Start with the empty boxes in Booking and Trust. Those usually make the fastest difference.

10 or Fewer: Your Website Is Likely Costing You Clients

That's okay. It just means there's a lot of room to grow. Pick three empty boxes and fix them this month. Small changes add up quickly.

My Three Fixes for This Month

- [ ] _____
- [ ] _____
- [ ] _____

Want a Second Pair of Eyes?

Book a free, no-pressure discovery call. We'll look at your site together and talk about what would help most, whether you hire us or not.

marketinglightworkers.com/contact