

WOW Website Formula

How to create a website that's simple, compelling and drives the right outcomes for your independent advisory practice. Focus on your HOME page.



Always use horizontal logo that's easy to ready.



Keep nav tiered, and simple. Add "keywords" to main nav text as it applies. Will help differentiate vs keeping as is.

Your "short but compelling" statement sets the table for you being different/better. make it count.

"WE'RE DIFFERENT, BETTER", YOUR SHORT BUT COMPELLING STATEMENT
Your "Why that should matter to you." statement goes here in a smaller font.

This section should quickly establish "what you do" and why it's important to ideal audience.

WHAT WE DO
Who you do it for.

Why it matters in more detail and it's impact on your financial life... Lorem ipsum dolor sit amet et delectus accommodare his consul copiosae legendos at vix ad putent delectus delicata usu. Vixit dissentiet eos cu eum an brute copiosae hendrent. Eos erant dolorum an. Per facer affert ut. Mei isque mentum moderatus cu. Sit munere facilis accusam eu dicat falli consulatu at vis. Te facilisis mnesarchum



WHY

Why we want to help people like you and why it should matter to you. Lorem ipsum dolor sit amet et delectus accommodare his consul copiosae legendos at vix ad putent delectus delicata usu. Vixit dissentiet eos cu eum an brute copiosae hendrent. Eos erant dolorum an. Per facer affert ut. Mei isque mentum moderatus cu. Sit munere facilis accusam eu dicat falli consulatu at vis. Te facilisis mnesarchum

Start Footer here....

- WHITEPAPER OFFER
- compelling title
 - key phrase
 - description
 - download now
 - capture email



Whitepaper Title That Works

A compelling statement about how important this paper is to your target audience.

Lorem ipsum dolor sit amet et delectus accommodare his consul copiosae legendos at vix ad putent delectus delicata usu. Vixit dissentiet eos cu eum an brute copiosae hendrent. Eos erant dolorum an. Per facer affert ut. Mei isque mentum moderatus cu. Sit munere facilis accusam eu dicat falli consulatu at vis. Te facilisis mnesarchum

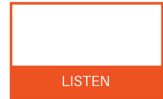
Download Now

If you have a story as to "why" this profession and "why" this audience, tell it here. If you don't have a good "why", focus on "what outcomes" your ideal audience should expect or "questions" you'll help them answer.

- PODCAST or BLOG
- latest 3
 - include image
 - a podcast is better
 - both add to SEO

"Your Branded" PODCAST (or recent blog posts)

Episode 3
7 Planning tips for today and beyond.



Episode 2
7 Planning tips for today and beyond.



Episode 1
7 Planning tips for today and beyond.



- SOCIALLY CONNECT
- your top 3-4 profiles

CONNECT WITH US

Let's stay in touch via social media.

ICON

ICON

ICON

ICON

- CONTACT US
- team photo or promo
 - ask a question
 - contact info
 - schedule meeting
 - community project

TEAM PHOTO OR AD OR EVENT PROMO OR COMMUNITY SERVICE

ASK US A QUESTION

Submit Your Question

CONTACT INFO

Add regulatory links and content at bottom of page. Should include these three.