



10

Website Essentials for Coaches & Consultants in 2025

THE VISUAL LOFT



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- 1 A clear, client-focused message at the top**
Use the first section of your homepage to clearly show who you help and how — before visitors start scrolling.
- 2 Simple, strategic navigation**
A clean menu with 3–5 key links helps visitors move confidently through your site and find what matters most.
- 3 Consistent, high-quality brand photography**
Strong, on-brand visuals help build trust and give your website a polished, professional feel.
- 4 Purposeful calls to action**
Use clear, well-placed CTAs to guide visitors toward the next step — like booking a call or downloading a free resource.
- 5 Lead capture opportunities**
Add a lead magnet to your site so you can share valuable content and stay in touch with potential clients.
- 6 Social proof that builds trust**
Incorporate testimonials or results throughout your site to show the real-world impact of your work.
- 7 Clear, scan-friendly copy**
Structure your content with headings, short paragraphs, and bullet points so it's easy to absorb at a glance.
- 8 Clean, cohesive design**
Use a consistent layout, colour palette, and typography to create a calm, focused, and professional brand experience.
- 9 Smart client filtering**
Add a few key questions to your contact or booking form to help attract the right enquiries and save time.
- 10 Mobile-responsive layout**
Ensure your site looks great and functions smoothly on all devices — especially for mobile-first visitors.