

AUTHORITY HOMEPAGE

BLUEPRINT

FOR PREMIUM COURSE CREATORS





Your Authority Homepage Blueprint

The 10-Element Credibility Audit That **Transforms Course Creators From** Best-Kept Secret to Coveted Authority in as little as One Afternoon

Based on the proven framework from "Creating Client-Attracting Web Pages with WordPress" - a summit based presentation that helped hundreds of digital business owners command higher prices through strategic website positioning.

Why Your Website Might Be Sabotaging Your Premium Pricing

If you're a course creator struggling to charge what you're worth, your website might be working against you. Research, from Stanford University, shows that 94% of first impressions are design-related, and prospects make pricing assumptions within 3 seconds of landing on your site.

The harsh truth: An amateur-looking website instantly caps your earning potential, no matter how valuable your expertise.

The good news: Small, strategic changes can transform your perceived value overnight.

The 10-Element Credibility Audit Checklist

Use this scoring system: **2 points = Strong**, **1 point = Needs Work**, **0 points = Missing**

1. A Clear, Concise Headline

What to Look For: Your headline immediately communicates who you help and the transformation you provide.

Amateur Example: "Welcome to Sarah's Coaching Website"

Premium Example: "Marketing Strategies That Help Health Coaches Build 6-Figure Practices"

Score: ____/2

Quick Fix: Use this formula: "How I help [target audience] achieve [specific result] without [common struggle]"

2. A Punchy, Clear Call-to-Action

What to Look For: One primary action you want visitors to take, prominently displayed above the fold.

Amateur Signs:

- Multiple competing Calls to Action (CTAs)
- Generic "Learn More" buttons
- Main CTA buried far below the fold

Premium Signs:

- Single, specific action

- Benefit-focused button text
- Contrasting color that stands out

Score: ____/2

Quick Fix: Choose ONE primary goal for your homepage and make that CTA impossible to miss.

3. A Simple, Specific Lead Magnet

What to Look For: A valuable free resource that showcases your expertise and attracts your ideal students.

Amateur Example: "Download my free eBook"

Premium Example: "The 5-Day Meal Planning System That Saves Busy Moms 3 Hours Weekly"

Score: ____/2

Quick Fix: Make your lead magnet title so specific that your ideal client thinks, "This was made for me."

4. Testimonials for Your Programs

What to Look For: Specific, results-focused testimonials that address common objections.

Amateur Example: "Sarah is great! Highly recommend."

Premium Example: "Before working with Sarah, I was charging \$50/session. Using her pricing framework, I now command \$200/session and have a 3-month waitlist."

Score: ____/2

Quick Fix: Reach out to past clients and ask: "What specific result did you achieve? What was your situation before vs. after?"

5. Stats and Figures

What to Look For: Concrete numbers that demonstrate your impact and expertise. Tip: You can also use industry statistics.

Examples:

- "500+ students transformed"
- "Average client sees 300% revenue increase"
- "15 years of experience"
- "Featured in 50+ publications"

Score: ____/2

Quick Fix: Audit your client results, media mentions, years of experience, and any quantifiable achievements.

6. Screenshots of Your Programs and Program Areas

What to Look For: Visual proof of your course content, student portal, or program materials.

Why This Matters: Screenshots build trust by showing the quality and professionalism of your actual offerings.

Score: ____/2

Quick Fix: Take polished screenshots of your course dashboard, lesson previews, or student community.

7. An Authority Blog

What to Look For: Recent, valuable content that showcases your expertise and improves SEO.

Amateur Signs:

- Last post from 6 months ago
- Generic, surface-level content
- No clear content strategy

Premium Signs:

- Consistent posting schedule
- In-depth, actionable content
- Clear point of view and methodology

Score: ____/2

Quick Fix: Plan 4 blog posts that each showcase a different aspect of your unique approach or methodology.

8. Vibrant, Exciting Imagery

What to Look For: Professional photos that reflect your brand personality and attract your ideal client.

Amateur Signs:

- Generic stock photos
- Inconsistent visual style
- Poor quality images

Premium Signs:

- Custom photography or carefully curated stock images
- Consistent color palette and style
- Images that evoke the lifestyle/transformation you provide

Score: ____/2

Quick Fix: Invest in one professional photoshoot or create a mood board to guide your image selection.

9. Contact Form

What to Look For: Easy ways for prospects to connect with you, with clear expectations.

Must-Haves:

- Working contact form
- Response time expectations
- Multiple contact options
- Professional email address (not Gmail)

Score: ____/2

Quick Fix: Test your contact form monthly and set up an auto-responder with response time expectations.

10. Copyright Statement with Privacy Policy

What to Look For: Legal protection that signals professionalism and builds trust.

Required Elements:

- Copyright notice
- Privacy policy
- Terms of service (if selling products)
- Professional business address

Score: ____/2

Quick Fix: Use a legal template service or consult an attorney to ensure compliance.

Your Credibility Score

Total Score: ____/20

18-20 Points: Premium Professional Your website effectively communicates expertise and justifies premium pricing.

14-17 Points: Strong Foundation You're on the right track but missing key credibility elements that could increase conversions.

10-13 Points: Needs Strategic Updates Your website has potential but requires focused improvements to support premium positioning.

Below 10 Points: Credibility Makeover Required Your website may be actively undermining your ability to charge premium prices.

The Fast Track to Premium Positioning

Based on the proven framework that helped course creators like Marie raise her course prices from \$197 to \$997 while maintaining the same conversion rate, here are your next steps:

Immediate Actions (This Week):

1. Fix your headline using the formula provided
2. Simplify to one clear call-to-action
3. Add your best testimonial prominently
4. Ensure your contact form works

Strategic Improvements (This Month):

1. Create or update your lead magnet
2. Add stats and screenshots
3. Plan your authority blog content
4. Audit and improve your imagery

Long-Term Positioning (Next Quarter):

1. Develop your unique methodology
 2. Build a content marketing system
 3. Create a cohesive brand experience
 4. Implement advanced conversion optimisation
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"But Mark, I Don't Have Time for All This Technical Stuff..."

Here's what Marie, a business strategy coach who transformed her website credibility, had to say:

"As a business strategy coach, I am very selective when it comes to delivering the best quality materials available. And I also know the work that goes into them presenting them for consumption online.

Working with Mark has always been a rewarding experience. Recently he helped me prepare my training website, Business

Solutions Academy. From making suggestions on, working collaboratively with the sales copy, to applying an easy-to-use dashboard so users can navigate through the course with ease; Mark has been there every step of the way.

I now have confidence with my upcoming launch that the program will be delivered both smoothly and, in a fun, engaging way. I want to thank Mark and his team for their brilliance. If you need sturdy systems for delivering your online program or just a website with punch, talk to Mark and his team. I promise you will not regret it!

The truth is: You don't need to become a WordPress expert. You need to understand which elements create credibility and either implement them strategically or partner with someone who can.

Your Next Step

Now that you've identified your credibility gaps, you have two options:

Option 1: Implement these improvements yourself using the quick fixes provided.

Option 2: Let me handle the technical implementation while you focus on creating life-changing content for your students.

Ready to Transform Your Website's Credibility?

If you scored below 15 points and want to fast-track your website's transformation without becoming a WordPress expert, I offer done-for-you solutions that implement these exact credibility boosters:

- **WordPress Basic Website with Branded Homepage** - Get all 10 credibility elements professionally implemented
- **Copywriting Services** - Headlines and copy that justify premium pricing
- **Program Angle Workshop** - Develop messaging that attracts high-value clients
- **Authority Blog Setup** - Content strategy and technical implementation

Book a 15-minute Website Credibility Assessment to discover which solution best fits your goals and timeline.

Ready to command the prices your expertise deserves?

Book your FREE Authority Acceleration Deep Dive Session today!

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