

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.

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

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

Start Footer here...

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

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

SOCIALLY CONNECT
- your top 3-4 profiles

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

horizontal LOGO

555-123-4567 | BLOG | PODCAST | CONTACT | LOGIN

WHAT WE DO | WHY WE DO IT | HOW WE WORK | WHO WE SERVE | OUR PEOPLE

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

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. Vidit dissentiet eos cu eum an brute copiosae hendrerit. Eos erant dolorum an. Per facer affert ut. Mei iisque mentium 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. Vidit dissentiet eos cu eum an brute copiosae hendrerit. Eos erant dolorum an. Per facer affert ut. Mei iisque mentium moderatus cu. Sit munere facilis accusam eu dicat falli consulatu at vis. Te facilisis mnesarchum

Whitepaper Title That Works
A compelling statement about how important this paper is to your target audience.
Download Now

"Your Branded" PODCAST (or recent blog posts)

Episode 3
7 Planning tips for today and beyond.
LISTEN

Episode 2
7 Planning tips for today and beyond.
LISTEN

Episode 1
7 Planning tips for today and beyond.
LISTEN

CONNECT WITH US
Let's stay in touch via social media.

TEAM PHOTO OR AD OR EVENT PROMO OR COMMUNITY SERVICE

ASK US A QUESTION
Submit Your Question

CONTACT INFO

DISCLOSURE | PRIVACY POLICY | LEGAL

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

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.

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