

IS YOUR WEBSITE WINNING CLIENTS OR LOSING THEM?

The Consultant's Complete
Guide to a Website That
Works as Hard as You Do



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What's Inside This Guide

This guide is written specifically for independent consultants, boutique consultancy owners, and solo practitioners who advise businesses professionally. Whether you are a management consultant, a marketing consultant, a financial adviser, or a specialist in any professional field, the principles here apply directly to you.

Read it from start to finish for the full picture, or jump to whichever section feels most urgent right now.

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Introduction: Your Website Is the Most Underused Asset in Your Consultancy

Every consultant reading this has one thing in common: you sell expertise. Your knowledge, your experience, your judgement, and your track record are the product. You are not selling a physical item someone can pick up and examine. You are asking a prospective client to trust you with something important - their business, their strategy, their growth, or their problems.

That level of trust is not given easily. It is earned. And in the digital age, the process of earning it begins long before any conversation takes place. It begins the moment a prospective client types a search query, clicks through to your website, and forms an opinion in the first few seconds of looking at it.

Here is the uncomfortable reality: most consultant websites actively undermine the trust they are trying to build. They look generic. They speak in vague, impressive-sounding language that says very little. They fail to show the person behind the expertise. They make it difficult for an interested prospect to take a next step. And they leave a significant amount of potential revenue on the table, every single week, without the consultant ever knowing.

This guide addresses all of that. It covers the five most common website mistakes I see on consultant sites, why each one costs you clients, and exactly what to do about it. It also covers something most guides skip: genuinely free strategies to generate more enquiries right now, without spending a pound or a dollar on advertising.

The goal is simple. By the time you finish this guide, you will know precisely what is holding your website back and you will have a clear, prioritised plan to fix it.

MISTAKE #1

Your Homepage Fails the 5-Second Test

If a stranger cannot explain what you do after 5 seconds on your homepage, you are losing clients before they have even read a word.

The 5-Second Test

Ask a friend or a colleague who does not know your work well to look at your homepage for exactly five seconds. Then close it. Ask them: "What does this person do? Who do they help? What should I do if I want to work with them?"

If they cannot answer those three questions clearly, your homepage is failing at its most basic job.

This is not a hypothetical problem. It is one of the most common issues on consultant websites, and it is particularly damaging because consultants often assume that a polished design and impressive language will carry the message. They do not. Clarity carries the message. Everything else is decoration.

5 seconds

The average time a B2B website visitor spends before deciding whether the site is relevant to them - CXL Institute

Why Consultant Homepages So Often Fail This Test

Consultants are typically excellent communicators in person. In a meeting, they can read the room, adapt their language, answer questions, and make the value of their work crystal clear. Translating that into a homepage is a different skill entirely and one that most consultants have never been taught.

The result is homepages that lead with:

- Vague mission statements: "Empowering organisations to reach their potential"
- Credential lists that mean little to a prospect who does not yet trust you: "20 years of experience across multiple sectors"
- Jargon-heavy language that impresses peers but confuses clients: "Delivering transformational outcomes through strategic alignment and stakeholder engagement"
- A generic hero image of a meeting room, a handshake, or an abstract graphic

None of these elements answer the three questions a prospective client has in their first five seconds: Is this for me? Can this person help with my specific problem? What do I do next?

The Homepage Structure That Passes the 5-Second Test

Here is the architecture of a consultant homepage that converts visitors into enquiries:

1. A specific headline naming the client type and the outcome they achieve - not what you do, but what they get from working with you.
2. A one-sentence subheading that adds your key differentiator - your method, your background, your niche, or your track record.
3. A single, prominent call to action - one button, one invitation, one next step.
4. Three to five brief social proof signals - client logos, testimonial snippets, or a notable result - visible without scrolling.
5. A short paragraph or two that expands on who you help and how, written in plain English.

Before and After: Consultant Homepage Headline

- Before: "Strategic consulting services for organisations seeking transformation"
- After: "I help mid-sized manufacturing businesses cut operational costs by 20% in 90 days without redundancies"

The second version names the client (mid-sized manufacturing businesses), the outcome (cut costs by 20%), the timeframe (90 days), and addresses the biggest fear (without redundancies). A

manufacturing business owner reading it knows immediately whether this is for them.

The One Thing That Makes Your Headline Work

Specificity. The more specifically you can name your ideal client and their desired outcome, the more powerfully your headline will resonate with the right people and the more quickly wrong-fit prospects will self-select out, saving you both time.

Consultants often resist specificity because they fear excluding potential clients. The opposite is true. A vague headline excludes everyone by resonating with no one. A specific headline attracts the exact clients you do your best work with.

Quick Fix Checklist for Mistake #1

- Run the 5-second test on your own homepage with someone unfamiliar with your work
- Rewrite your headline to name your specific client type and the outcome they achieve
- Add a subheading that states one clear differentiator
- Ensure there is one and only one prominent CTA button above the fold
- Remove any jargon, mission statement language, or vague taglines from your hero section

MISTAKE #2

Your Credibility Signals Are Weak or Missing

Consulting is a trust business. Your website either builds that trust or breaks it, often without you realising.

How Prospective Clients Evaluate a Consultant Online

When a senior decision-maker at a company is considering hiring an external consultant, they are making a significant investment of both money and organisational trust. They are going to do due diligence. They will read your website carefully. They will look for evidence that you have done this before, that you know what you are doing, and that people like them have trusted you and been glad of it.

If they cannot find that evidence, they move on. Not because your work is not excellent, but because your website has not given them the proof they needed to feel confident.

81%

of B2B buyers research vendors online before making contact - Demand Gen Report

57%

of the buying decision is made before a prospect speaks to anyone - CEB/Gartner

The Credibility Signals That Matter Most for Consultants

1. Client Logos

A row of recognisable client logos - even just five or six - communicates more about your calibre than several paragraphs of copy. People make immediate inferences about quality from the company you keep. If you have worked with notable organisations, those logos belong on your homepage.

If your clients have asked for confidentiality, show the sector and company size instead: "A FTSE 250 retail group" or "A US-based Series B technology startup" conveys credibility without breaking any agreements.

2. Specific, Outcome-Led Testimonials

Generic testimonials do almost no work. "Deepak is excellent and I would recommend him highly" could have been written about anyone in any field. Testimonials that name the situation, describe the process, and quantify the outcome are the ones that convert prospects into enquiries.

The best testimonials sound like a brief case study. They have a before (where the client was), a during (what the process was like), and an after (what changed as a result). Ask your clients specifically for those three elements when you request a testimonial.

Weak vs Strong Testimonial

- Weak: "Excellent consultant. Very professional and knowledgeable."

- Strong: "Before working with Deepak, our website was generating two or three enquiries a month. Within 60 days of implementing his recommendations, we were getting fifteen. More importantly, the quality of the enquiries improved dramatically - they already understood what we did and why it was worth the investment."

3. Case Studies

A well-structured case study is the single most powerful conversion tool on a consultant's website. It tells the full story: the client's situation, the challenge, the approach you took, the decisions you made, and the measurable results. It lets a prospect see themselves in the client's position and imagine achieving the same outcome.

You do not need many. Three to five case studies covering different client types or situations is sufficient. Each one should follow a consistent structure: Client Background, Challenge, Approach, Results. Keep them factual and specific. Avoid superlatives. Let the outcomes speak.

4. Speaking Engagements, Publications, and Media

If you have spoken at industry events, been quoted in publications, written articles for professional journals, or appeared on podcasts, those appearances belong on your website. A simple "As Seen In" or "Speaking" section with relevant logos or links signals that others consider you worth listening to, which is exactly the signal a prospect needs.

5. Your Professional Photo and Genuine Bio

This is frequently underestimated. Consulting is a relationship business. People hire people. A professional photograph - not a corporate headshot

from ten years ago, and not a casual photo that undercuts the professional impression - combined with a bio that reveals something about how you think and why you do what you do, creates the beginning of a relationship before any conversation takes place.

Your bio should answer three questions: What do you do and for whom? Why do you do it? What makes you different from every other consultant in your space? Write it in the first person and in plain English. Avoid the third-person corporate bio style - it creates distance when you want connection.

Quick Fix Checklist for Mistake #2

- Add a row of five to six client logos to your homepage (with permission or anonymised)
- Replace generic testimonials with specific, outcome-led ones using the before/during/after structure
- Create at least two detailed case studies following the Challenge / Approach / Results format
- Add a professional, current headshot to your homepage and About page
- List any speaking engagements, publications, podcast appearances, or media mentions
- If you have been quoted or featured anywhere, add a small 'As Featured In' section

MISTAKE #3

Your Offer Clarity Is Unclear

If a prospect cannot understand exactly what they are buying, they will not buy it.

The Offer Clarity Problem

Consultants often have a complex, nuanced, bespoke service that is difficult to define in simple terms. Every engagement is different. The scope depends on the client. The deliverables vary. How do you put a simple, clear offer on a website when the reality is that the work adapts to each situation?

This is a genuine tension - but the solution is not to leave it vague.

Vagueness does not communicate bespoke sophistication to a prospect. It communicates confusion. And confused prospects do not enquire.

The solution is to clarify your entry point - the first, most common way a client begins working with you and make that the primary offer on your website. You can explain the bespoke nature of deeper engagements once you are in conversation with a prospect. But first, you need to get them into that conversation.

How to Structure Your Offer on a Consultant Website

The most effective approach is a three-tier offer structure that guides prospects through their level of readiness:

1. A free entry point - something genuinely valuable that a prospect can access without committing to anything. A guide, a checklist, a short diagnostic tool, a recorded webinar, or a brief email course. This captures the attention of prospects who are curious but not yet ready to enquire.
2. A low-commitment paid or free session - a defined, time-limited engagement that lets a prospect experience your thinking before committing to a larger project. A strategy session, a website audit, a half-day workshop, a 90-minute diagnostic call. This is your conversion point - the step that turns a curious prospect into a paying client or a warm lead.
3. Your full engagement - described clearly in terms of who it is for, what it includes, how it works, and what outcome the client achieves. You do not need to publish a price, but you do need to describe the outcome in specific, concrete terms.

The Discovery Call Problem

Many consultant websites offer a 'free discovery call' as their primary CTA. The problem is that a discovery call feels like a sales call to the prospect - and most people want to do more research before agreeing to one.

A more effective alternative: offer a free audit, a free resource, or a short diagnostic first. Let the prospect feel they are getting value before they get on a call. By the time they book a call, they are already warm.

Writing About Your Services in Plain English

The language on your services pages is as important as the structure. Here are the most common copy mistakes on consultant service pages, and how to fix them:

Replace process language with outcome language

Process: "We conduct a comprehensive audit of your existing operational infrastructure."

Outcome: "We identify exactly where your business is losing time and money and give you a prioritised plan to fix it."

Name the client explicitly

Do not write about services in the abstract. Write to your specific ideal client. "If you are a marketing director at a scale-up who has just taken on a larger budget and needs a clearer strategy..." speaks directly to one person and makes them feel seen.

Address the fear before you describe the solution

Your ideal client has specific fears and objections. They may worry about the cost, the time commitment, the disruption to the team, or whether an external consultant will really understand their context. Acknowledging those fears before you make the pitch demonstrates empathy and builds trust.

Quick Fix Checklist for Mistake #3

- Define and describe your primary offer clearly on your homepage
- one entry point with a specific outcome
 - Create a three-tier structure: free resource, low-commitment session, full engagement
 - Rewrite your services pages using outcome language rather than process language
 - Name your ideal client explicitly in your services copy
 - Address the top two or three objections your prospects typically have, before they voice them
-

MISTAKE #4

You Have No Consistent Content Presence

Your prospects are researching you before they contact you. If they cannot find your thinking anywhere, they hire someone else whose thinking they have already encountered.

Why Content Matters More for Consultants Than for Any Other Profession

A consultant's product is thinking. Advice. Judgement. The application of expertise to a specific problem. Prospects who are considering hiring you want to know how you think before they meet you. They want to evaluate whether your approach resonates with them, whether your point of view is credible, and whether your expertise applies to their situation.

Content - articles, videos, newsletters, podcasts, LinkedIn posts - is the primary way you demonstrate that thinking publicly. It is your shop window. It is the evidence that you exist, that you are active, and that you have something worth hearing.

Consultants who publish content consistently have a structural advantage over those who do not. A prospect who has read three of your articles, watched two of your videos, and followed your LinkedIn posts for six months arrives at a first call already convinced. They know how you think. They trust your expertise. They have effectively pre-sold themselves.

13x

*More ROI generated by businesses that prioritise blogging vs those that do not -
HubSpot Research*

What Content to Create (and What to Avoid)

Many consultants avoid content creation because they do not know where to start, or because they have tried and found it does not produce immediate results. Both are understandable but the solution is to be strategic rather than to stop altogether.

Content that works well for consultants:

- Point-of-view articles on your specialist topic - your perspective on an industry trend, a common mistake, or a debate in your field
- Case study write-ups (with client permission) showing real problems and real results
- Practical guides and how-to content that gives genuine value to your ideal client
- Short video commentaries on relevant industry news or questions you get asked repeatedly
- A regular email newsletter, even once a month is enough to stay top of mind

Content that wastes time:

- Motivational posts that say nothing specific or original

- Resharing other people's content without adding your own perspective
- Highly technical content written for peers rather than clients
- Content published inconsistently with no editorial rhythm

The Minimum Viable Content Strategy for a Busy Consultant

You do not need to become a content machine. You need to be findable and credible. Here is the minimum that achieves both:

1. One article or blog post per month on your website - focused on a question your ideal client is searching for. This builds your site's authority in search engines over time.
2. One LinkedIn post per week - your perspective on something relevant to your niche. Short, direct, and specific. Not a motivational quote.
3. One email to your list per month - a brief update, a useful insight, or a relevant article. Keeps past clients and warm prospects thinking of you.

That is one article, four LinkedIn posts, and one email per month.

Approximately three to four hours of focused work. The compound effect over 12 months is significant.

Quick Fix Checklist for Mistake #4

- Identify the three questions your ideal clients ask most often - those are your first three article topics

- Set a monthly calendar reminder to publish one article or long-form LinkedIn post
 - Create a MailerLite or Mailchimp account and begin building your email list
 - Start with one email to your existing contacts introducing your newsletter
 - Commit to one LinkedIn post per week - even 150 words is enough if it contains a genuine insight
 - Repurpose each article into a LinkedIn post and an email newsletter to multiply the reach of each piece
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MISTAKE #5

Your Lead Capture Is Passive and Leaky

Prospects come to your website, find it interesting, and leave - with no way for you to follow up and no way for them to stay connected.

The Passive Website Problem

A passive website is one that waits. It sits there, looks professional, and hopes that the rare visitor who is ready to hire a consultant right now will fill in the contact form. Everyone else - the curious, the early-stage researchers, the almost-but-not-quite-ready prospects passes through without a trace.

For most consultant websites, the contact form is the only lead capture mechanism in place. No email capture. No booking tool. No live chat. No follow-up sequence. No content upgrade or resource that gives someone a reason to leave their details.

The result is a site that generates far fewer enquiries than it should, and where most of the interested traffic simply evaporates.

The Three Stages of Prospect Readiness

Not every visitor to your website is ready to hire you today. In fact, the majority are not. Understanding where prospects are in their journey helps you put the right capture mechanism in place for each stage.

Stage 1: Awareness (Not Yet Ready)

This prospect has a problem but is not yet actively looking for help. They are researching, learning, and beginning to understand what they need. The right capture mechanism here is a genuinely useful free resource in exchange for an email address - a guide, a checklist, a short email course, or a recorded webinar.

Stage 2: Consideration (Actively Evaluating)

This prospect knows they need help and is evaluating options, including you. The right capture mechanism here is a low-commitment diagnostic or session - a free 30-minute strategy call, a brief audit, a structured diagnostic exercise that gives them a taste of your thinking and lets you assess fit.

Stage 3: Decision (Ready to Engage)

This prospect is ready to move. They want to know the process, the cost, and the next step. Make this as frictionless as possible: a booking link, a direct phone number, a clear contact form with a response time commitment.

The Lead Magnet That Works Best for Consultants

- The most effective lead magnets for consultants are practical diagnostic tools - something that helps the prospect evaluate their own situation.
- Examples that work well:

- "The 10-point marketing strategy audit - score your current approach in 5 minutes"
- "Is your pricing strategy costing you clients? A self-assessment for consultants"
- "The operational efficiency checklist: 20 questions to find where your business is losing money"
- These work because they are immediately useful, they demonstrate your expertise, and they qualify the prospect by revealing their situation to themselves.

Building Your Follow-Up System

Capturing a lead is only the beginning. Most prospects who download a resource or book an initial session are not ready to commit immediately. A structured follow-up system keeps you top of mind through the period between first contact and decision.

A simple follow-up sequence for consultants:

1. Day 1: Deliver the promised resource with a short personal note about why you created it.
2. Day 3: Send one practical tip directly related to the problem the resource addresses.
3. Day 7: Share a relevant case study or client story showing a result in their area of interest.
4. Day 14: Offer the next step - a brief call, a diagnostic session, or an invitation to your next piece of content.

This sequence is not complicated. It can be set up in an afternoon using any email marketing platform. But it transforms your website from a passive brochure into an active lead generation system that works continuously, even when you are delivering client work.

Quick Fix Checklist for Mistake #5

- Create one genuinely useful lead magnet relevant to your ideal client's biggest challenge
- Set up an email capture form using MailerLite or ConvertKit (both have free plans)
- Build a four-email welcome sequence that delivers value before it asks for anything
- Add a booking link (Calendly or TidyCal) to your homepage and contact page
- Install a live chat widget (Tawk.to is free) for immediate response during business hours
- Set a 24-hour response commitment on your contact page and stick to it

Chapter 6: Free Ways to Generate More Enquiries Right Now

Before spending anything on advertising, paid directories, or marketing tools, there is a great deal a consultant can do to generate more enquiries using resources that cost nothing but time. This chapter covers the most effective free strategies available to consultants today - practical, proven, and accessible regardless of your specialism or geography.

1. Optimise Your LinkedIn Profile for Client Discovery

LinkedIn is the single most important platform for independent consultants seeking B2B clients. It is where your ideal clients spend time, where they evaluate vendors and advisers, and where they share problems that you can help solve. A fully optimised LinkedIn profile is not a nice-to-have - it is a commercial asset.

The areas that matter most:

- **Headline:** Do not use your job title. Use the same formula as your website headline - who you help and what outcome they achieve. Example: "I help scaling technology companies build marketing functions that generate consistent pipeline"
- **About section:** Write this as a direct pitch to your ideal client. Open with their problem, not your background. Describe what you do and who you do it for. End with a clear call to action.

- Featured section: Pin your best piece of content, your lead magnet, or a strong case study here. This is prime real estate that most people leave empty.
- Experience section: Write each role as an outcome, not a job description. What changed as a result of your work? What did clients achieve?
- Recommendations: Ask three to five past clients for a LinkedIn recommendation that follows the before/during/after structure. These are highly visible and carry significant weight.

2. Post Consistently on LinkedIn

Posting consistently on LinkedIn is one of the highest-return activities available to a consultant at zero financial cost. Organic LinkedIn reach - the number of people who see a post from someone they follow - remains significantly higher than on most other platforms. A single post from a relatively small following can reach thousands of people if it resonates.

The content that performs best on LinkedIn for consultants:

- Contrarian takes on conventional wisdom in your industry
- Short, specific stories from client work (anonymised where needed) that illustrate a broader point
- Practical tips that deliver genuine value in 150 to 300 words
- Questions that invite engagement from your target audience
- Brief case study summaries - what the situation was, what you did, what happened

Aim for one post per week as a minimum. Two to three per week if you can sustain the quality. Post at the same time each week to build a rhythm. Engage genuinely with comments.

3. Write for Industry Publications and Platforms

Guest articles in respected industry publications put you in front of audiences you would not otherwise reach, and they carry the implicit endorsement of the publication. Many trade publications, professional association journals, and industry blogs actively seek expert contributors and pay nothing for the privilege of publishing your thinking.

Start by identifying the two or three publications your ideal clients actually read. Approach the editor with a specific article idea - not a general offer to write something, but a concrete pitch: "I would like to write a piece for your readers on why most operational improvement projects fail in the first 90 days, and what the research shows about what works instead."

A byline in a credible publication does several things simultaneously: it builds your authority with readers, it gives you content to share on LinkedIn and in your newsletter, it earns you a link to your website which improves your search ranking, and it often generates direct enquiries from readers who find the article useful.

4. Build a Referral Network Deliberately

Most consultants receive referrals but most treat the referral process as passive. Someone happens to mention you to someone else, and sometimes that turns into work. A deliberate referral strategy turns this occasional event into a reliable pipeline.

The key is to identify the professionals who already serve your ideal client at a different stage or in a different capacity, and to build genuine relationships with them. For a management consultant, these might be executive coaches, M&A advisers, or HR directors. For a marketing consultant, they might be brand designers, PR agencies, or digital agencies.

Reach out to five of these complementary professionals this month. Not to pitch yourself but to explore whether there is a natural fit for referring clients to one another. Be specific about the type of client you serve best and the type of situation where a referral to them would make sense. Relationships built on genuine mutual benefit persist and produce results.

5. Speak at Events, Webinars, and Podcasts

Speaking is one of the most powerful credibility builders available to a consultant, and the threshold to get started is far lower than most people assume. Every industry has events, conferences, webinars, and podcasts looking for knowledgeable speakers. Many of these opportunities are free to pursue - you simply need to pitch yourself.

Start small. Offer to run a free webinar for a professional association in your field. Pitch a relevant podcast with a specific topic tied to a problem their audience faces. Apply to speak at an industry conference with a session proposal. Each appearance expands your audience and generates content you can repurpose.

After each speaking appearance, publish a short article summarising the key points on your website. This generates a steady stream of useful content from a single speaking engagement.

6. Create a Short Monthly Email Newsletter

An email newsletter is the most direct line of communication you have with people who have already expressed interest in your thinking. Unlike social media, where algorithm changes can dramatically reduce your reach overnight, your email list is yours. It cannot be taken away, throttled, or interrupted.

A monthly newsletter for a consultant does not need to be long or elaborate. A single useful insight, a brief case study, a relevant article recommendation, and a paragraph about what you are working on or thinking about is sufficient. The goal is to remain present in the minds of people who may not be ready to hire you today but may be in three, six, or twelve months.

MailerLite, ConvertKit, and Substack all offer free plans with more than sufficient features to start. Set up a simple email capture form on your website, promote it once in your LinkedIn bio and footer, and begin building your list one subscriber at a time.

7. Answer Questions on LinkedIn, Quora, and Industry Forums

There are thousands of questions being asked every day in LinkedIn groups, on Quora, in industry Slack communities, and on professional forums - questions that your expertise positions you to answer better than almost anyone else. Answering these questions publicly builds your reputation, increases your visibility, and drives traffic to your profile and website.

The ground rules: answer helpfully and completely. Do not treat every answer as an opportunity to pitch yourself. The value you provide in the answer is the advertisement. Include your website link in your profile and let the quality of your answers direct curious readers there naturally.

Chapter 7: What You Can Handle Yourself vs When to Bring in Help

Not every website improvement requires external expertise. Many of the changes described in this guide are well within the capabilities of someone who is comfortable navigating a website dashboard and willing to invest a few hours in learning. Others require technical knowledge that is best left to someone who does this work professionally.

This chapter gives you an honest breakdown, so you can make the right decision about where to invest your time versus your budget.

Tasks You Can Handle Yourself

Tool	What It Does	Cost
Rewrite your homepage headline	No technical skills needed. Log into your website editor, find the headline text, and replace it using the outcome-focused formula from Chapter 1.	Free
Claim your Google Business Profile	Visit business.google.com , verify your listing, and complete all fields. Takes two to three hours total.	Free
Create and add a Calendly booking link	Sign up at calendly.com , set your availability, and paste the link into your contact page and homepage CTA.	Free
Install Tawk.to live chat	Free WordPress plugin. Install, create an account, and it is live within 30 minutes.	Free

Set up an email list with MailerLite	Create an account, build a simple sign-up form, and embed it on your website using copy-paste code.	Free
Publish LinkedIn posts and articles	No technical knowledge required. Consistency matters more than polish.	Free
Write and publish blog posts	If your site runs on WordPress or a similar CMS, publishing posts requires no technical skill.	Free
Create your lead magnet	A well-designed PDF guide or checklist can be created in Canva (free plan available) without any design background.	Free

Tasks Worth Bringing in a Professional For

Tool	What It Does	Cost
Full homepage redesign	Strategy, design, and development combined. The conversion impact justifies the cost.	Hire
Site speed optimisation	Requires knowledge of image compression, caching, code minification, and often server configuration.	Hire
SEO technical audit and setup	Crawl errors, structured data, canonical tags, and search console issues require specialist knowledge.	Hire
Marketing automation setup	Connecting forms, email sequences, CRM, and booking tools into a reliable, tested workflow.	Hire

Google Analytics 4 configuration	Properly setting up goals, events, and reporting in GA4 requires precision. Incorrect setup produces misleading data.	Hire
WordPress security and maintenance	Backup systems, update management, malware scanning, and plugin conflicts are best managed by someone who knows the platform.	Hire
Copywriting for key pages	Homepage, services, and About page copy has significant commercial impact. Professional copywriting often pays for itself within months.	Hire

A Note on Value vs Cost

The question is never whether professional web work is expensive. It is whether the return justifies the investment.

A consultant whose average engagement is worth £10,000 needs their website to generate just one additional enquiry per quarter to justify a significant investment in improvement. Most well-executed improvements pay back far faster than that.

Chapter 8: Your 30-Day Website Improvement Plan

This plan is designed for a working consultant who does not have unlimited time. It asks for roughly two to three focused hours per week across the month. The actions are sequenced to build on each other, with the highest-impact changes first.

Week 1: Clarity and First Impressions

1. Run the 5-second test on your homepage with someone unfamiliar with your work. Note what they cannot answer.
2. Rewrite your homepage headline and subheading using the outcome-focused formula.
3. Ensure your CTA is a single, prominent button above the fold.
4. Claim and fully complete your Google Business Profile.
5. Create a Calendly account and add your booking link to your homepage and contact page.

Week 2: Trust and Credibility

1. Email three to five past clients requesting a testimonial using the before/during/after structure.
2. Add a row of client logos or sector references to your homepage.
3. Upload a current, professional headshot to your homepage and About page.
4. Create or update one case study following the Challenge / Approach / Results format.

5. List any speaking engagements, publications, or media appearances on your site.

Week 3: Content and Lead Capture

1. Create your first lead magnet - a practical guide, checklist, or self-assessment tool.
2. Set up an email capture form on your website using MailerLite or ConvertKit.
3. Build a four-email welcome sequence to deliver value to new subscribers over two weeks.
4. Write and publish one article on your website addressing your ideal client's most common question.
5. Post on LinkedIn with a summary of the article and a link.

Week 4: Review, Optimise, and Plan Forward

1. Check your site analytics (Google Analytics or your platform equivalent) for any change in engagement.
2. Review your Google Business Profile insights for the month.
3. Send your first email newsletter to your list.
4. Identify the one website improvement that would have the biggest commercial impact and plan how to address it.
5. Decide which free lead generation strategies from Chapter 6 to commit to for Month 2.

Track What Matters

Do not track vanity metrics like page views or social media followers. Track enquiries. Count how many contact form submissions, booking requests, and inbound calls you receive each week.

As you make improvements over the coming months, this number should trend upward. If it does not, return to this guide and identify what has been missed or what needs refinement.

Bonus: The 30-Point Consultant Website Audit

Work through this checklist and tick each item that is currently in place on your website. Be honest, a realistic score is far more useful than a flattering one.

Section 1: First Impressions and Clarity (6 points)

- A stranger can explain what I do and who I help after 5 seconds on my homepage
- My homepage headline names a specific client type and their desired outcome
- There is one clear, prominent CTA button visible above the fold
- My homepage loads in under 3 seconds on mobile
- I have no jargon, mission statement language, or vague taglines in my hero section
- My navigation is simple and leads visitors to the pages that matter most

Section 2: Credibility and Trust (6 points)

- I have at least three specific, outcome-led testimonials on my homepage or services page
- I display client logos or sector/size references on my homepage
- I have at least two detailed case studies with measurable results
- My professional headshot is current, high-quality, and on my homepage

- I list any speaking engagements, publications, or media appearances
- I have LinkedIn recommendations from past clients visible on my profile

Section 3: Offer Clarity (6 points)

- My primary offer is described clearly with a specific, concrete outcome
- I have a defined entry-point offer (discovery session, audit, or diagnostic)
- My services pages use outcome language rather than process language
- I address my prospects' top objections somewhere on my site
- My ideal client is named explicitly in my services or homepage copy
- A prospect can understand how to start working with me without having to ask

Section 4: Content Presence (6 points)

- I have published at least one article or blog post in the last 60 days
- I post on LinkedIn at least once per week
- I have a newsletter or email list with a regular publishing cadence
- My content addresses questions my ideal clients are actively searching for
- I have at least one piece of content that demonstrates my specific point of view
- My content strategy is documented - I know what I am publishing next month

Section 5: Lead Capture and Follow-Up (6 points)

- I have a lead magnet or free resource to capture email addresses
- I have an email capture form visible on my homepage
- I have an automated welcome sequence for new email subscribers
- I have an online booking tool (Calendly or similar) on my site
- I have a live chat widget active during business hours
- I respond to all website enquiries within 24 business hours

Your Score	What It Means
25 – 30 points	Your site is working well. Invest in content and outreach.
16 – 24 points	Meaningful room for improvement. Work through the 30-day plan.
Below 16 points	Your site is costing you clients. Start with Week 1 of the plan today.

About Deepak Hasija

I am a senior WordPress and web strategy consultant with over 12 years of experience and more than 120 projects delivered for professional services businesses across the US, UK, and beyond.

My work sits at the intersection of design, technology, and commercial strategy. I build and optimise websites that do not just look credible - they generate enquiries, build trust with the right clients, and convert visitors into paying engagements.

I have worked with independent consultants, boutique consultancies, law firms, eCommerce businesses, and digital marketing agencies. I am a specialist in WordPress, WooCommerce, and the full ecosystem of tools that makes a professional services website perform: from SEO and marketing automation to conversion rate optimisation and analytics.

I also work as a senior contractor for digital agencies in the US and UK, handling end-to-end project delivery without the need for close management. If you are an agency owner looking for a reliable senior WordPress contractor, I would be glad to speak with you.

What I can help with:

- Website strategy and conversion audits
- WordPress design and full-stack development
- SEO strategy and technical implementation
- Lead capture and marketing automation setup
- WooCommerce development and optimisation
- Ongoing WordPress maintenance, security, and support

If you have read this guide and would like a second opinion on your own website, I offer a free 30-minute audit call. It is a genuine conversation - no pitch, no pressure, no obligation. Just honest feedback on where your site is doing well and what to fix first.

Want a Free Website Audit?

Book a free 30-minute session with Deepak. No sales pitch — just clear, honest feedback on what your site is doing well and exactly what to fix first.

[Book Your Free 30-Minute Audit →](#)

deepakhasija.com

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