

Personal Website for Freelancers — Workbook

This workbook turns the course into a published, inquiry-generating website. Work through one section per module: lock your strategy and page plan, write the copy that sells, build and quality-check the live site, then drive traffic and measure what works. Fill in every field and template, because a half-built site sitting in drafts books no clients. By the end you will have made every decision and produced every asset needed to launch and improve a freelance site that converts.

Strategy: What Your Website Is Actually For

Decide your single conversion goal, your one ideal visitor, and the tight page architecture before you touch a design tool.

Worksheet: Define Your Single Conversion Goal

Choose the one measurable action you most want a visitor to take, plus at most one soft fallback for the not-yet-ready. Write it as a sentence you can put above your design notes, and let it govern every later decision. Primary conversion goal (one action, e.g. book a free 20-minute fit call)

Why this is the right primary action for my offer

How a visitor completes it (tool or form they use)

Optional fallback action for not-yet-ready visitors (e.g. download pricing guide)

How I will know it happened (the metric I will count)

Worksheet: Profile Your One Ideal Visitor

Write for one person, ideally using language pulled from real reviews, conversations, or forum threads rather than imagination. Complete each field, then compress it into a single audience statement.

Trigger: what just happened that makes them seek help now

Pain: their frustration in their own words

Desired outcome: what life looks like once it is solved

Top fear or objection that makes them hesitate to hire

Watering holes: where they already gather online

One-line audience statement: I build [what] for [who] who [problem]

Exercise: Map the Buyer Journey to Pages

For each journey stage, decide which page or section serves it and what the visitor needs to believe to move forward. This prevents adding pages just because other sites have them.

- Awareness: which hero headline and proof confirm the visitor is in the right place?
 - Consideration: which services, process, and proof elements build belief, and what objection does each answer?
 - Decision: what makes reaching out feel safe, and is the single next step obvious on every page?
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Checklist: Strategy Module Complete When

- I have written one primary conversion goal and, at most, one fallback
- I have a one-line statement naming the single visitor the site speaks to
- I have a five-field profile of that visitor drawn from real language where possible
- I have mapped each buyer-journey stage to a page or section
- I have a one-sentence job statement for each of my five pages

Message: Copy That Sells the Right Visitor

Write the value proposition, service and about copy, and proof that turn claims into belief and visitors into inquiries.

Worksheet: Write Your Hero Section

Draft the four hero elements using the pattern I help [client] [achieve outcome] without [pain]. Write three headline versions, then run a real five-second test on someone before choosing the clearest.

Headline draft 1

Headline draft 2

Headline draft 3

Final headline (the outcome you create)

Subheadline (who it is for and how)

Primary button text (first-person, value-led, e.g. Book My Free Fit Call)

Five-second test result: what the tester said you do and who for

Exercise: Turn Features Into Benefits With So-What

List the features of your service, then ask so what repeatedly until each reaches a human outcome. Keep the feature for reassurance and lead with the benefit for persuasion.

- What are the concrete deliverables and features of your offer?
- For each, what changes for the client once they have it (the benefit)?

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- Which single benefit is most powerful for your ideal visitor, and where will it lead your copy?
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Worksheet: Draft Your Pitch With Problem-Agitate-Solve

Complete the three PAS beats in the client's own words for use on the home and services pages. Keep the problem and agitation specific and recognizable, then point clearly to the next step.

Problem: the specific frustration in the client's words

Agitate: the real cost of leaving it unsolved

Solve: how your offer is the clear path out

Three-to-five-step process (discovery, proposal, build, review, launch)

The next step you point them to at the end

Checklist: Message Module Complete When

- My hero passes a real five-second test for what I do and who for
- My primary button uses first-person, value-led wording
- Every key feature on my services page is paired with a client benefit
- I have a Problem-Agitate-Solve sequence written for home and services
- My about page leads with the client and includes a real photo of my face
- I have at least one specific, named testimonial or, if new, credible trust signals

Build: Design, Platform, and Launch

Turn the plan and copy into a fast, accessible, published site on a platform you can actually maintain.

Worksheet: Lock Your Design System and Platform

Make the few visual and tooling decisions that keep the build simple and consistent. Choose a small palette and one or two typefaces, then commit to a platform and domain so you can ship.

Accent color (reserved only for the primary button)

Background and text colors

Heading typeface and body typeface (e.g. Inter)

Chosen platform and why it fits my skills and budget

Custom domain to register (yourname.com)

Scheduling or form tool for the conversion goal

Exercise: Wireframe the Home Page

Sketch the home page as labeled boxes in reading order before choosing fonts or colors. Put the most persuasive elements near the top and mark where the primary button repeats.

- In what order do your sections appear from headline to final call to action?

- Which elements stand out most when you squint at the layout, and are they the headline and button?

- Which sections are you unsure about, and can each be cut unless it clearly earns its place?

Checklist: Pre-Launch Quality, Speed, and Accessibility Pass

- Custom domain connected and the HTTPS padlock shows on every page
- I submitted my own contact form and the message arrived in my inbox
- Every primary and secondary button goes where it should
- Scheduling tested end to end and the calendar invite arrived (if used)
- Opened every page on a real phone; hero and button visible without scrolling
- Ran Google PageSpeed Insights and fixed the top issues, especially compressed images
- Meaningful images have alt text and text meets WCAG AA color contrast
- Proofread every word, including the headline, with no typos
- Each page has a clear title and meta description

Convert and Grow: Traffic, Measurement, and Iteration

Drive your first qualified visitors, measure the inquiry funnel, and improve the site with small tested changes.

Worksheet: Plan Your Two-Week Launch Campaign

Treat launch as a campaign, not a quiet switch. List the concrete actions that will put the site in front of warm contacts and the watering holes from your visitor profile in the first two weeks.

Warm-network people to email personally about taking on work

Profiles and bios to update with the link (LinkedIn, directories, signature)

Communities or forums where I will help and share, not hard-sell

SEO basics done (unique titles and descriptions, Google Search Console submitted)

Three sustainable channels I will actually maintain

Worksheet: Set Up Your Inquiry Funnel Metrics

Install analytics before driving traffic and decide which few numbers you will track. Focus on the conversion action that pays you, not vanity page views.

Analytics tool chosen (e.g. Plausible, Fathom, or GA4) and why

Unique visitors and their sources

Reach to services and contact pages

Conversion actions completed (form submissions or booked calls)

Conversion rate target (conversions divided by visitors)

Exercise: Run One Change-and-Measure Loop

Pick the biggest leak in your funnel and run a single evidence-led improvement. Change one thing, let it run a few weeks, and keep it only if the conversion rate improved.

- Is your real bottleneck traffic (few visitors) or conversion (visitors who do not inquire)?
 - What single hypothesis-driven change will you test first, and why that one?
 - How long will you let it run, and how will you compare conversion rate before and after?
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Checklist: Convert and Grow Module Complete When

- I executed a two-week launch campaign rather than a silent flip
- Analytics is installed and capturing data from day one
- I track unique visitors, key-page reach, conversions, and conversion rate
- I keep a manual inquiry log recording source, project type, won, and value
- I have run at least one one-change-at-a-time test against my conversion rate
- I have set a recurring quarterly reminder to refresh proof, copy, and performance

Your Action Plan

1. Write one primary conversion goal and the single visitor your site speaks to
2. Draft a hero headline using the I help, achieve, without formula and pass a five-second test
3. Turn every key feature into a client benefit and write a Problem-Agitate-Solve pitch
4. Gather at least one specific, named testimonial or assemble credible trust signals
5. Choose one platform, register a custom domain, and wireframe the home page on paper first
6. Build the five-page site mobile-first with a small palette and one primary button color
7. Run the full pre-launch quality, speed, and accessibility pass on a real phone
8. Launch as a two-week campaign to your warm network and your clients' watering holes
9. Install privacy-friendly analytics and start a manual inquiry log on day one
10. Each month, find the biggest funnel leak and run one tested change against your conversion rate

