

NOT-SO-COMMON
WEBSITE
CONVERSION
TIPS with JOSH HALL



WHY FOCUS ON

WEBSITE **CONVERSION**



More sales



More time spent
on site



More bookings



More SEO wins



More signups



More confidence

COMMON TIPS FOR

WEBSITE CONVERSION



ONE main call-to-action



Clear navigation



Social proof & testimonials



Clear, engaging headline



Clear typography hierarchy



Intentional user flow



Action colors vs secondary colors



Scannable homepage

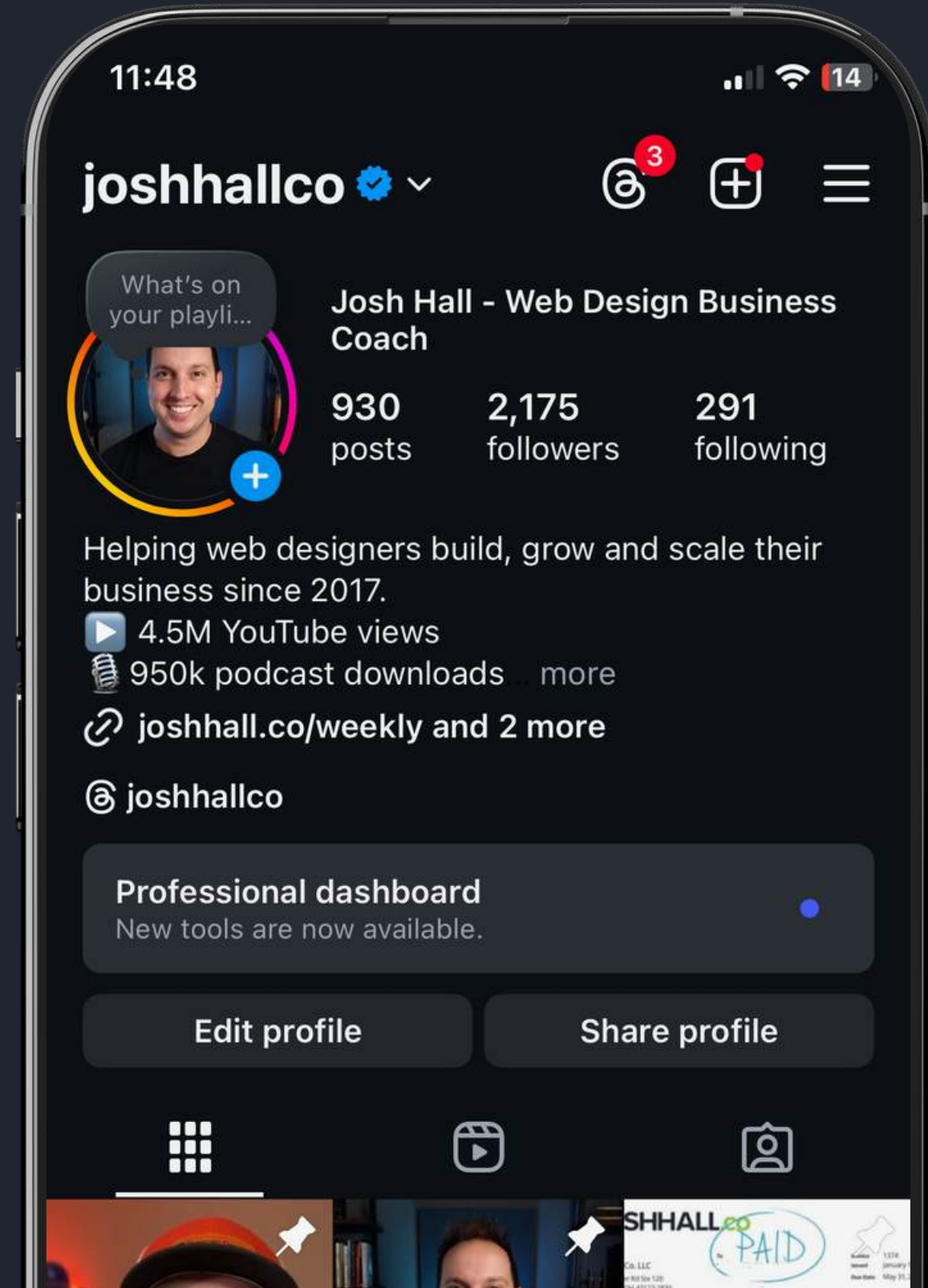


Video explanations

NOT-SO-COMMON CONVERSION TIPS

1. 
2. 
3. 
4. 
5. 

TAKE A SCREENSHOT & TAG ME



MEET JOSH

Founder of **Web Designer Pro®** and host of the **#1 Web Design Business Podcast**

I help web designers **Build, Grow & Scale** their businesses to create a lifestyle they love.

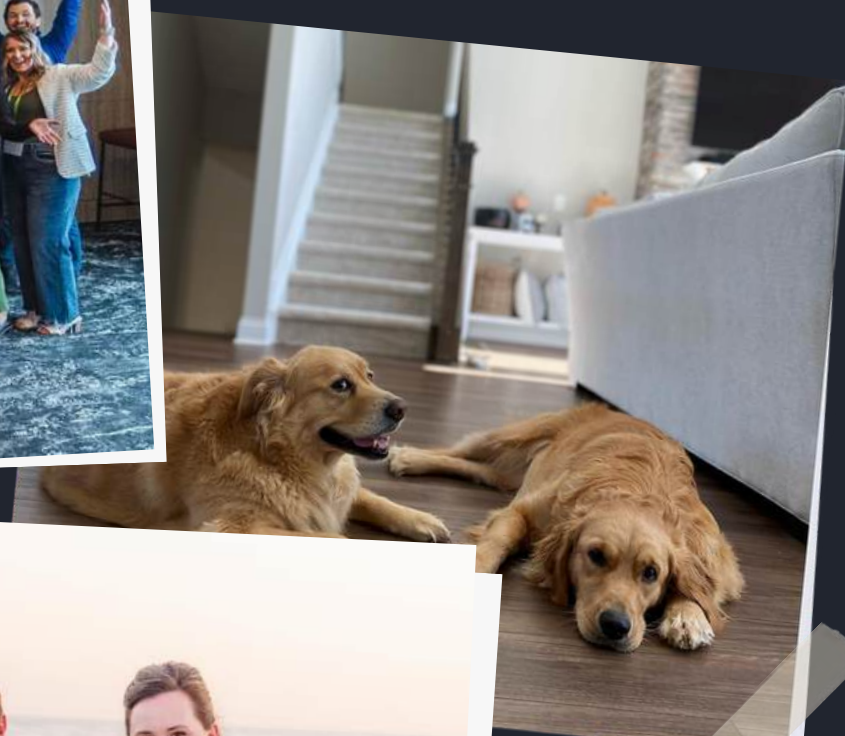
Web designer & agency owner for 10+ years, self employed since 2009.

 Husband  Father

 Freedom Focused Entrepreneur



members of
WEB DESIGNER PRO®



FOUNDERS NOTE



MEET YOUR DESIGNER

LEIGH ANN DILLON

FOUNDER OF HILLTOP MARKETING, WEBSITE DESIGN AGENCY

A self-declared WordPress nerd, Leigh Ann loves all things website design. She combines her (1) passion for designing websites and online marketing with her (2) love for people - to make an impact and help businesses grow!



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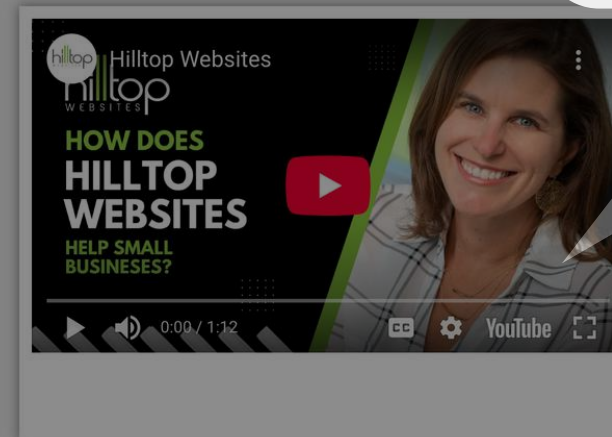
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real images
(professional &
casual)

name,
title, short
teaser bio

WHO'S BEHIND THE BRAND

THE TEAM

Meet the dream team who work hard to build awesome websites and better web design experiences.



Josh Hall
Founder / Head Honcho



Jonathan Doyle
Lead Web Designer / Developer



Emilee Hall
Administrative

THE COLLABORATORS

These are the folks who help out on projects when needed depending on the scope of work and functionality.



Robson Vieira
Graphic & Print Design
Collaborates: *Frequently*



Amr Selim
Email & IT Specialist
Collaborates: *Frequently*



Noelle Steegs
WooCommerce Specialist
Collaborates: *Occasionally*



Amanda Lucas
Web Design
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Pat Tuure
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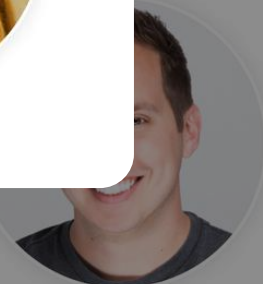
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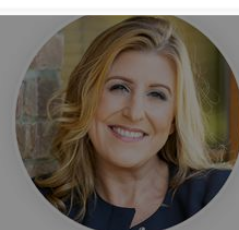
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founders & full-time team

collaborators or contractors

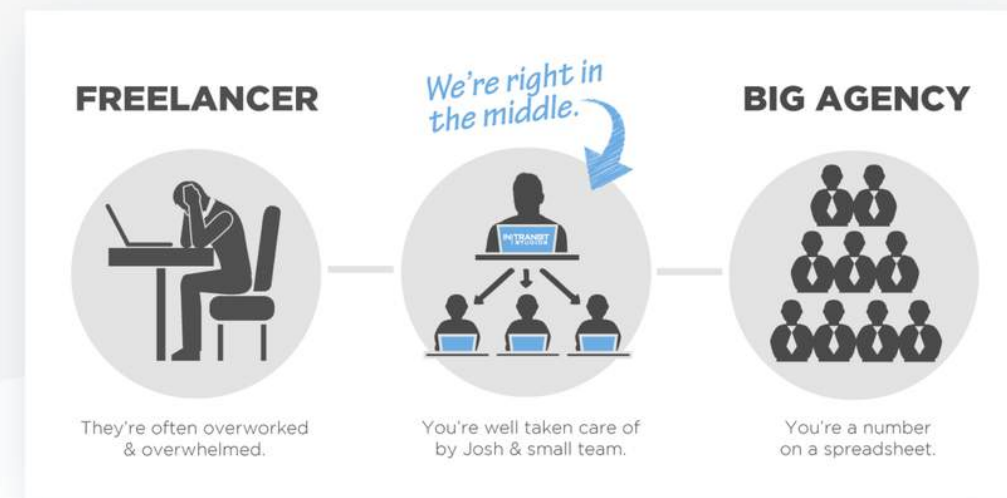
JUST RIGHT SECTION

HOW WE'RE DIFFERENT

When looking for web design services, you typically have one of two options:

1) Freelancer or 2) Big Agency

Freelancers or "one-man shops" are often overworked, overwhelmed and hard to get a hold of since they're wearing every hat. And with an agency, you'll feel like a number on a spreadsheet and will undoubtedly see turnover in your contacts throughout the process. **We're right in the sweet spot.**



WHAT WE DO

We help our clients in 3 main ways:

JUST RIGHT SECTION

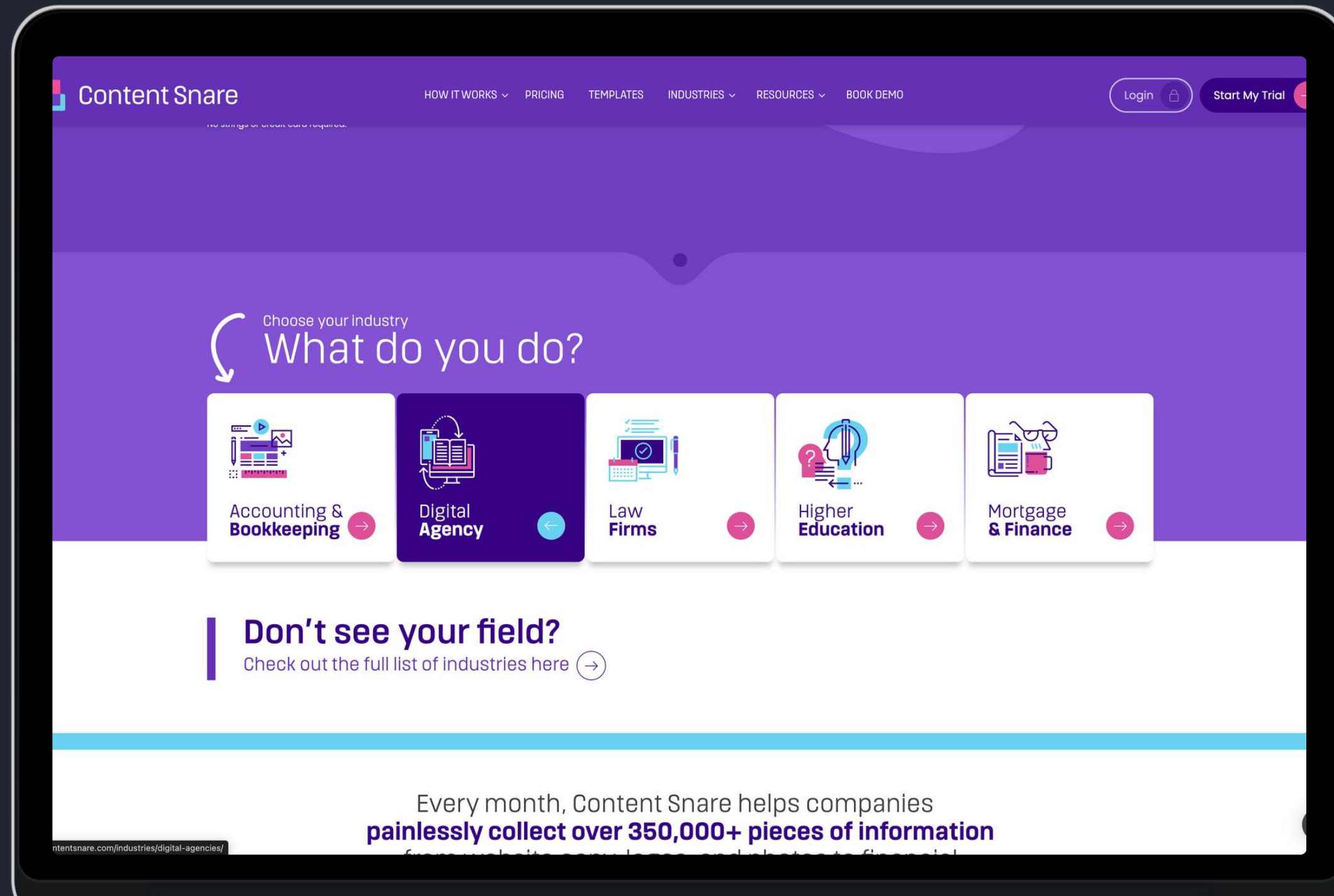


not an overwhelmed freelancer

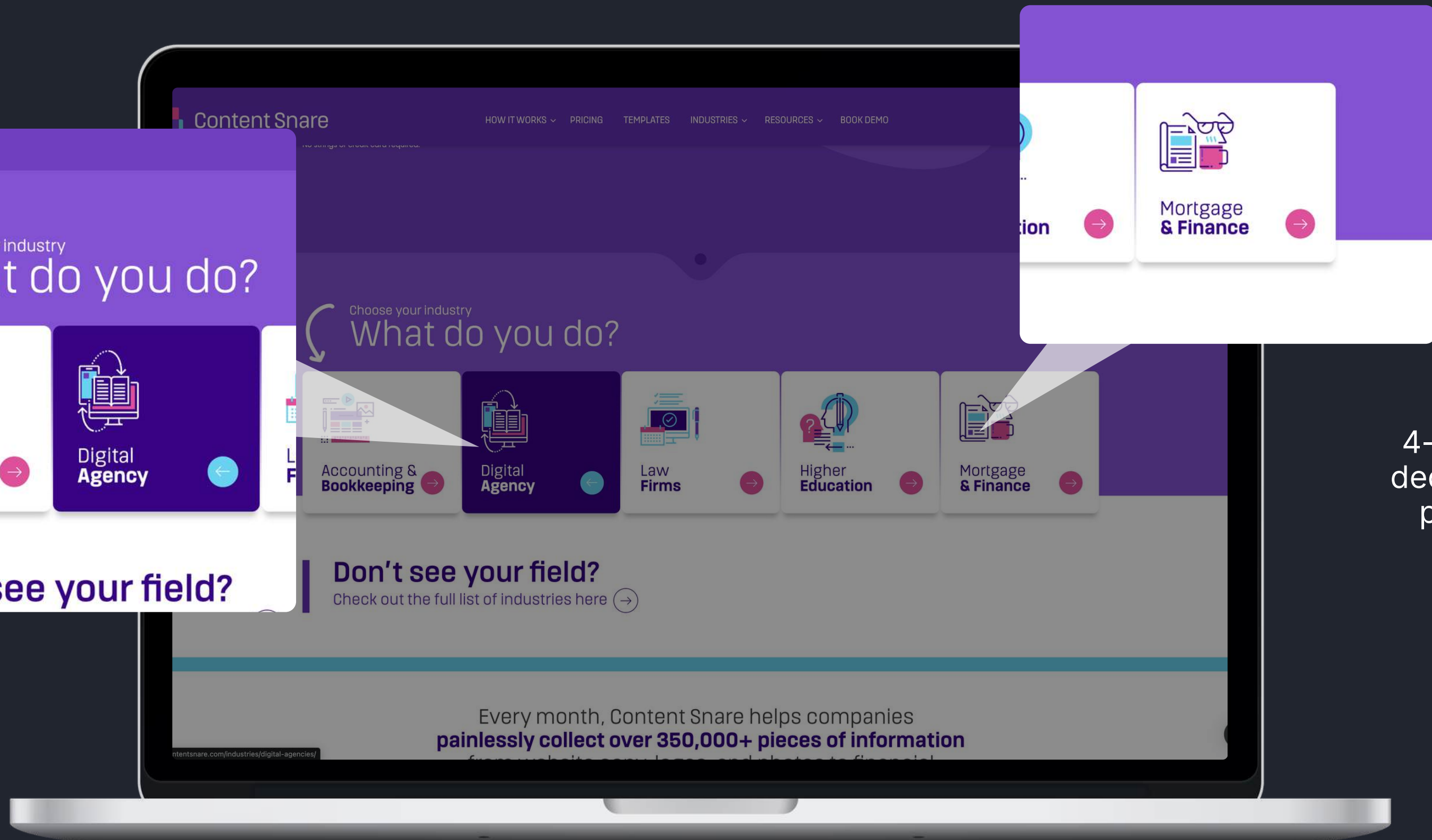
not a big, bloated agency

we're right in the middle

INDUSTRIES SERVED



INDUSTRIES SERVED



primary industries served

4-5 with dedicated pages

KILLER CONFIRMATION PAGE

MESSAGE RECEIVED

We do our best to respond within 24 hours, Monday – Friday (EST).

Depending on the inquiry, you'll hear from **the team** or directly from Josh.

In the meantime, here's my latest free podcast episodes 📌



387 – 400+ Website in a Day Clients with Bailey Collins

by Josh Hall | Jul 14, 2025 | Podcast

You've probably heard of VIP days or Website in a Day packages...but if



386 – Getting Web Design Clients on LinkedIn with Joe McKay

by Josh Hall | Jul 7, 2025 | Podcast

I'm not currently active on LinkedIn



385 – Designing Your Business Around You with Lindsey Freeman

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Something I've learned over my 16 years of being self employed is the

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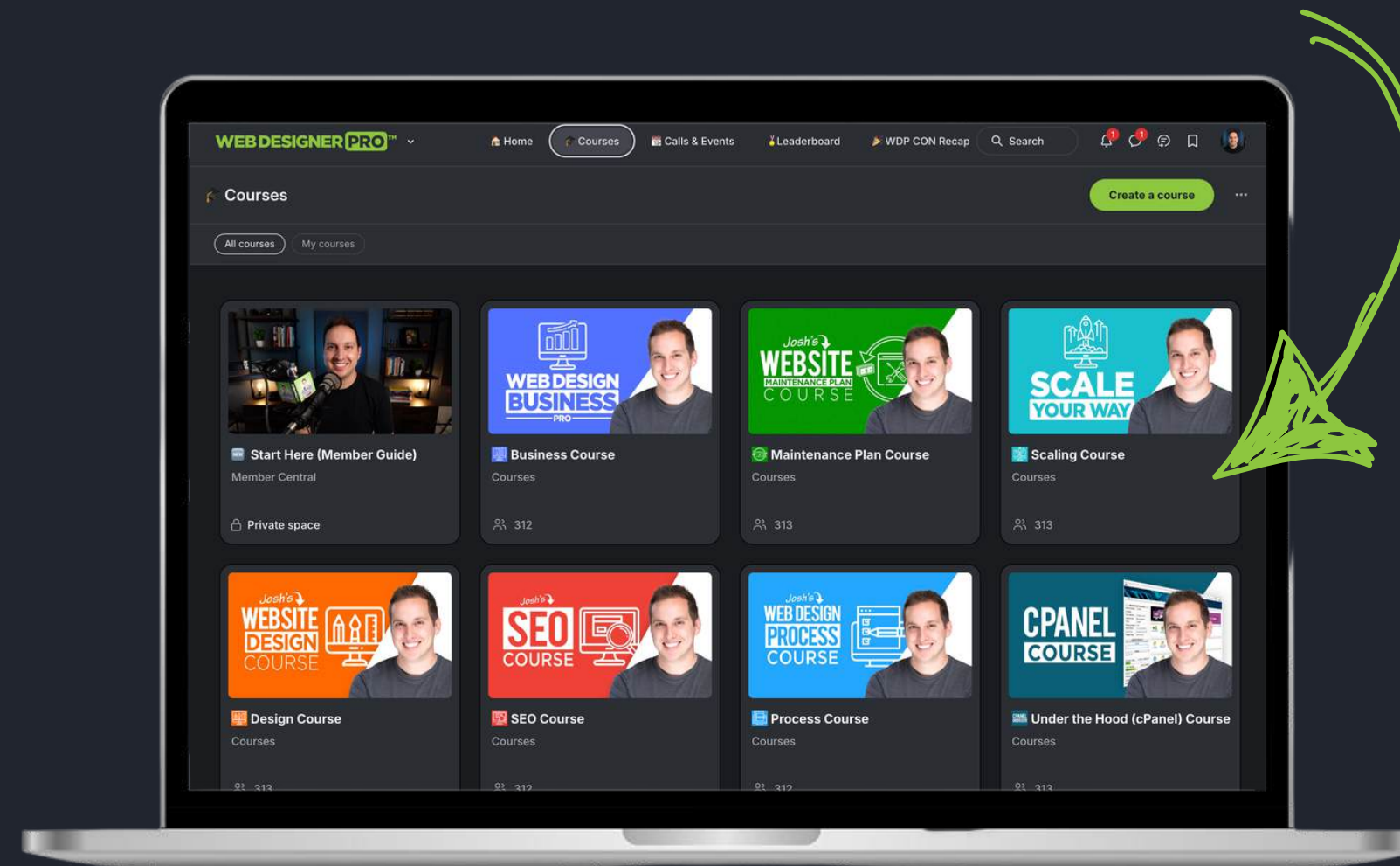
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who you'll hear from

free stuff, lead gen, etc

WEB DESIGNER PRO®

all my courses, 30 days free



webdesignerpro.com

coupon code "SPDS2026" at checkout

*** works on the Courses Tier ***

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1.



**FOUNDERS
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2.



**BEHIND THE
BRAND**

3.



**JUST RIGHT
SECTION**

4.



**INDUSTRIES
SERVED**

5.



**CONFIRMATION
PAGE**

LINKS SHOWN

Disclaimer: live website examples always subject to change

1) Founder's note examples

[My Founder's note tutorial](#)

[hilltopwebsites.com](#)

[visualvibedesign.com](#)

[thencandesigns.com](#)

[alexistmyers.com](#)

2) Behind the brand examples

[josh.intransitstudios.com/the-team](#)

[superthought.com/a-team-of-expert-collaborators](#)

[joshhall.co/team](#)

3) Just right section examples

[josh.intransitstudios.com](#)

[jennylainedesigns.com](#)

[webskey.io](#)

4) Industries served examples

[contentsnare.com](#)

[marchyde.com](#)

5) Confirmation page example

[joshhall.co/contact-confirmation](#)