MODULE 6: A WEBSITE THAT BOOKS

Rewrite one service page

Lesson: Writing service pages that convert · about 15 minutes

Use these exercises to rebuild your most important service page.

Your business (name, service, main city):

1. List the seven to ten questions clients most often ask before booking this service, in their own words.

2. Write a headline and a 'who it is for and not for' section.

3. Turn five features of the service into outcomes the client cares about.

4. Write the 'How it works' steps from first call to the day after the event.

5. **Draft answers to your five most important frequent questions.**

6. **Review every claim on the page and note the evidence you hold for each one.**

Check: can you now

- List the buying questions a service page must answer for your clients
- Write a service page in eight parts, leading with outcomes and backed by features
- Measure how a published price changes inquiry volume and booking rate

One change you will make this week