

Coach for Tutors

10 Plus 1 Tips to [Maximize Client Engagement on Your Website](#)

Your Tutoring Business Website Homepage:

- State who you help front and centre on your website homepage. Remember who your ideal clients are and call out to them.
- State how you help below who you help. Keep it to one or two sentences. Emphasize where you take your clients (e.g. gains in confidence, enhance mathematics skills).
- Provide a testimonial slider on the homepage. Let a prospect see results and the possibilities that come with working with you. Photos and videos are powerful and effective tools of engagement. A separate tab with testimonials is nice as well.
- Invite a prospect to connect with you, include your telephone number and email address.
- Include a call to action button, invite prospects to fill out a brief assessment form or set up an appointment with you to connect. Make sure that is on your homepage and other relevant pages on your website.

Your Tutoring Business Website Tabs:

- Include a story of who you are and why your company exists. A personal story tab is inviting and prospects can see authenticity and vulnerability. You are building trust and rapport before your first meeting.
- Keep your program tab information simple. Bullet points or a step by step of how your program works is far less overwhelming than paragraphs of information on your programs. Pricing and policies can be mentioned but should not overwhelm. This can quickly lead to disengagement. Pricing and policies are pieces that can be discussed in further detail at your first meeting or call.

Coach for Tutors

10 Plus 1 Tips to [Maximize Client Engagement on Your Website](#)

Your Tutoring Business Website Tabs:

- If you have hired other tutors, share information about your team members in another tab. A smiling photo and a brief bio of each tutor continues to show community to prospects.
- A bonus resource tab is a fun way to engage prospects. A few ideas are links to games, books, or worksheets. Try to be specific with your resources, this will help to further position you and your company as the experts.

Rule of Thumb:

- The fewer colours and fonts the better, the more succinct the better. Customers who are overstimulated by a busy webpage, disengage.

Bonus Tip:

Remember that your website design is an ongoing process. Do not be too hard on yourself, you are not striving toward perfection but progress. Be mindful of who your ideal clients are, the website is for them to engage with you. Speak their language, give hope, and share why you are best for them.

Maximize your client engagement and company growth today!