Epik™ Websites
It's gonna be epik!

The Epik™ Website Formula

Find out right now how to build a winning website.

⚠️

Only for home service businesses!

"This is the exact formula I use to build super profitable home service websites!"

Karr
Epik™ owner

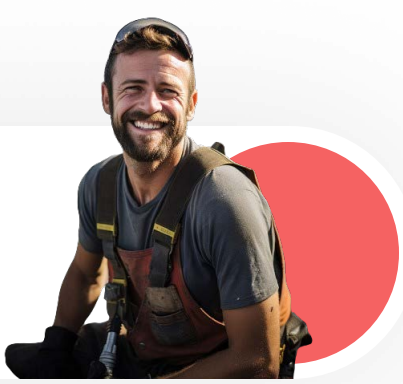
Below is the 10 step formula that will help you:

🚀 Build trust with customers

🔥 Strengthen your brand's identity

💯 Generate high quality leads

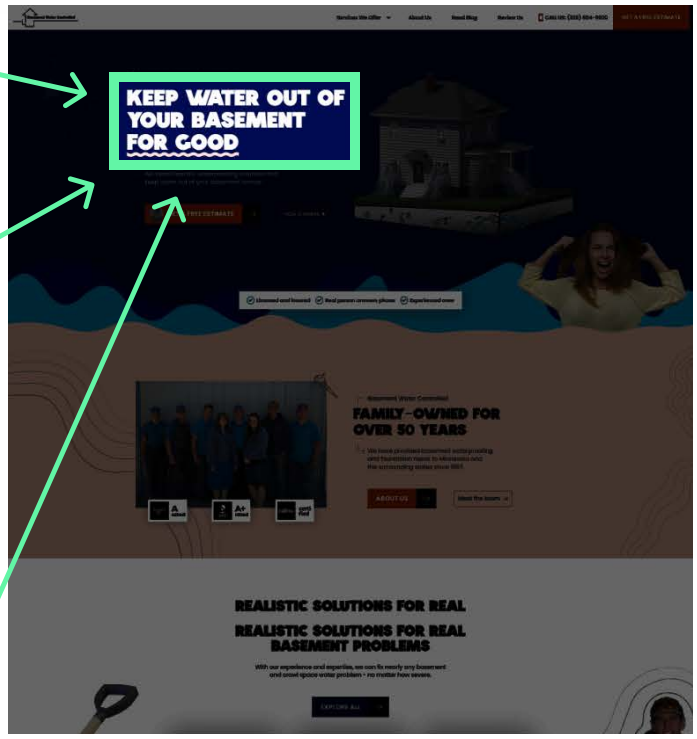
#1: Write an emotion grabbing headline

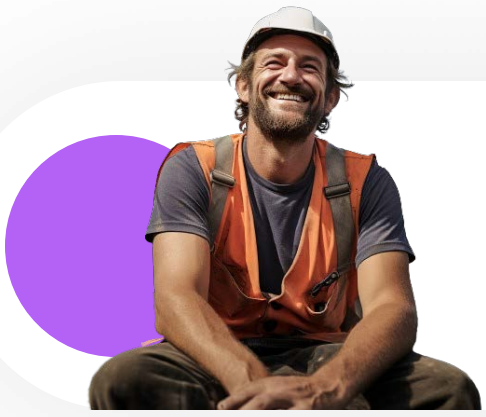


🚀 Largest text on the page

🚀 Get at the pain points of your target customer

🚀 Optionally, you can list your unique selling proposition





#2: Super clear calls to action

🚀 Don't use "click here"

🚀 Explain what happens after you click the button

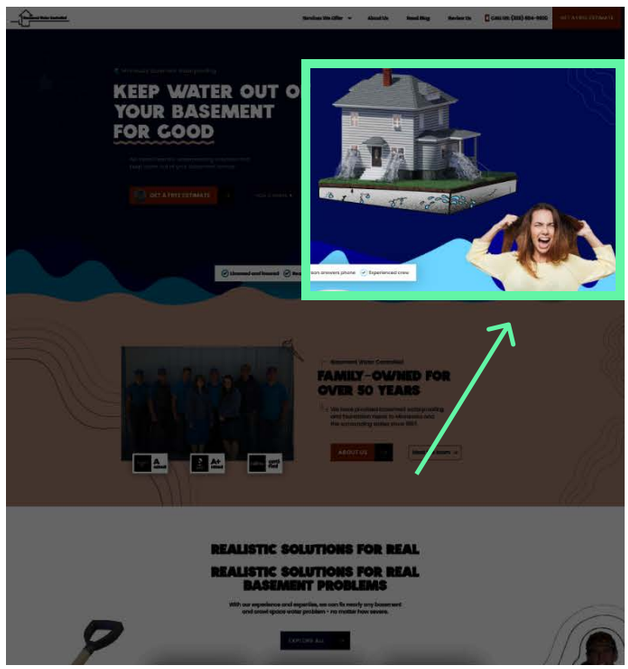
🚀 Make it stick out (in a good way)

#3: Use attention-grabbing graphics

🚀 Go after the emotions

🚀 Give further context for your headline

🚀 If you use stock photos, customize them

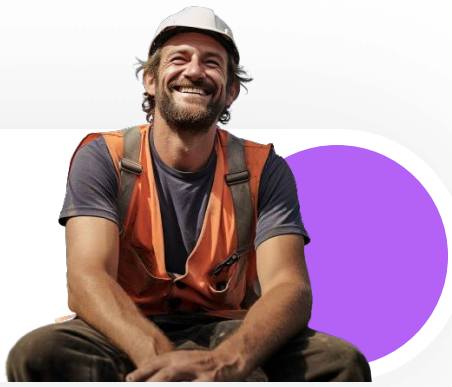


#4 Add trusty badges

🚀 Show your Google or similar ratings

🚀 Create confidence with your customers

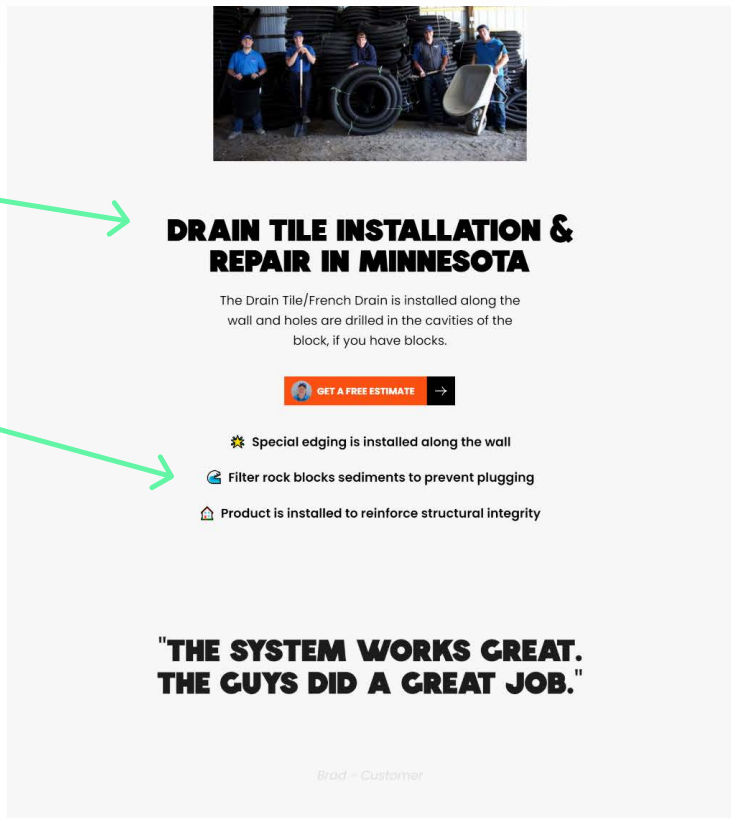
5: Create skimmable content



🚀 Add bolded headines

🚀 Talk about benefits with bullet points

🚀 Don't use large chunks of text

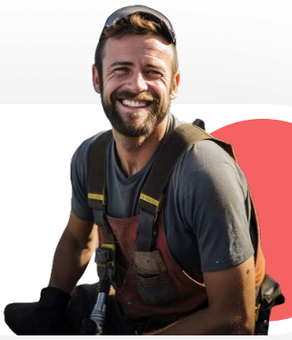


#6: Localize your content

🚀 Tell people where you're located

🚀 Create city targeted landing pages

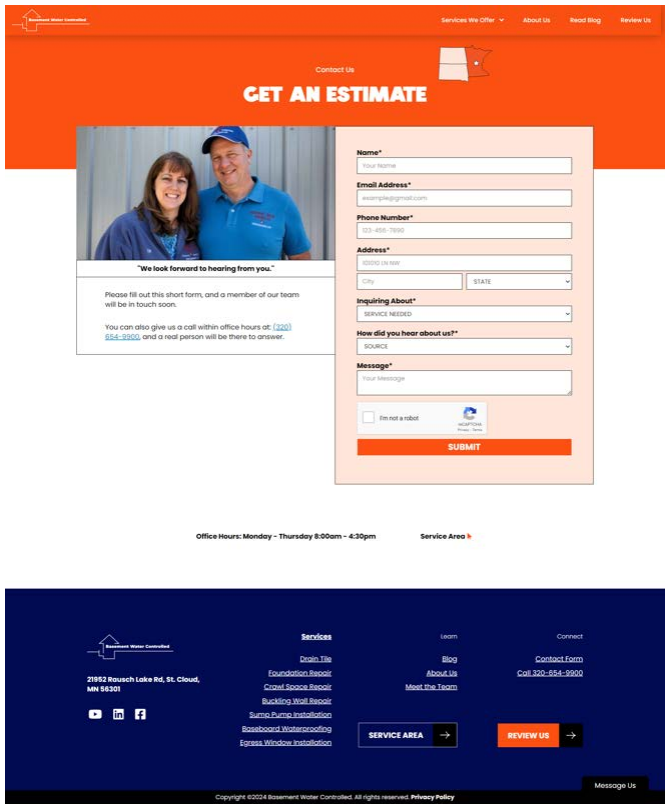
#7: Customize your lead form page



🚀 Add pictures of real people

🚀 Create realistic expectations

🚀 Add a note from the sales person or owner

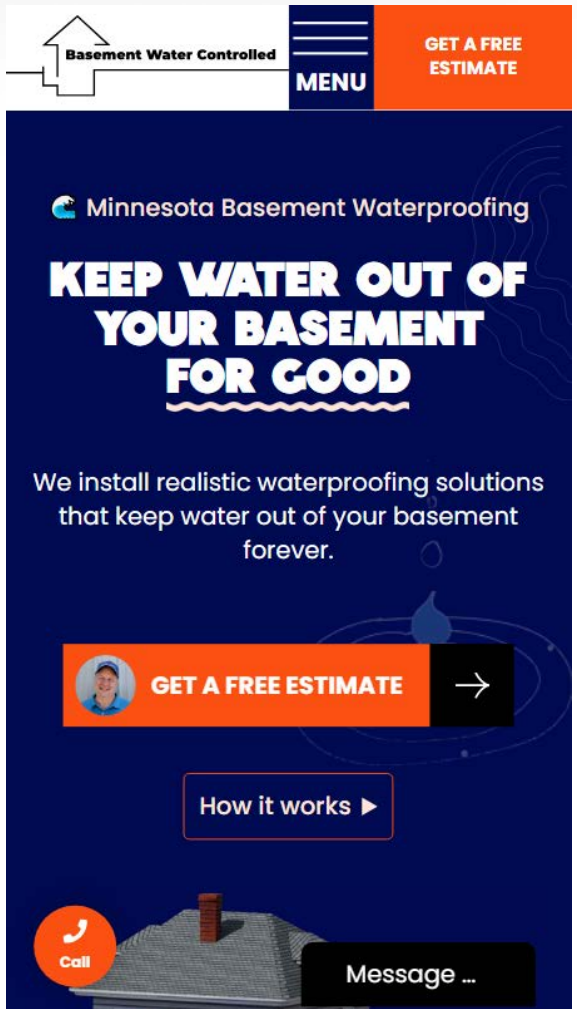


#8: Make website mobile responsive

🚀 Accessible from all devices

🚀 Fast loading even on older mobile devices

🚀 Layout contained on super large monitors

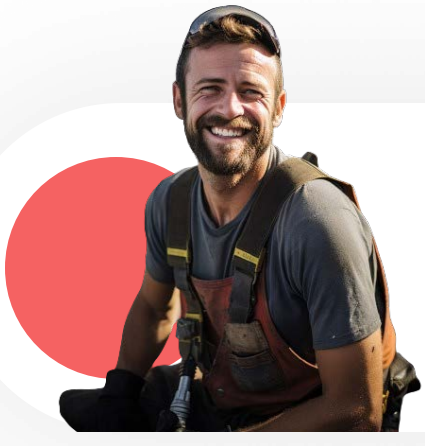


#9: Show pictures of team members

🚀 Include owners, office staff and crew workers

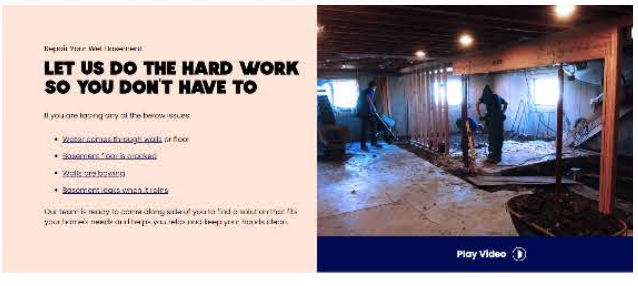
🚀 Give further context for your headline

🚀 If you use stock photos, customize them



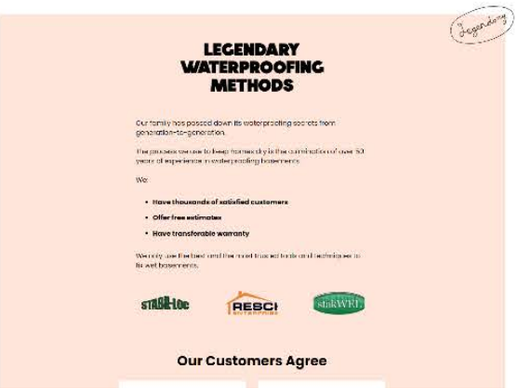
#10: Speak to your customers

🚀 Don't talk about yourselves



🚀 Talk about pains, roadblocks, benefits, and results

🚀 Bridge the gap between the before and after



Nice!

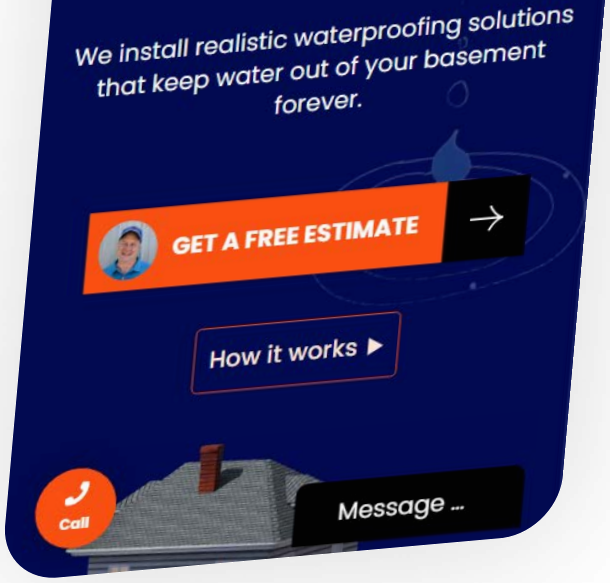
You're well on your way to creating a super profitable website.

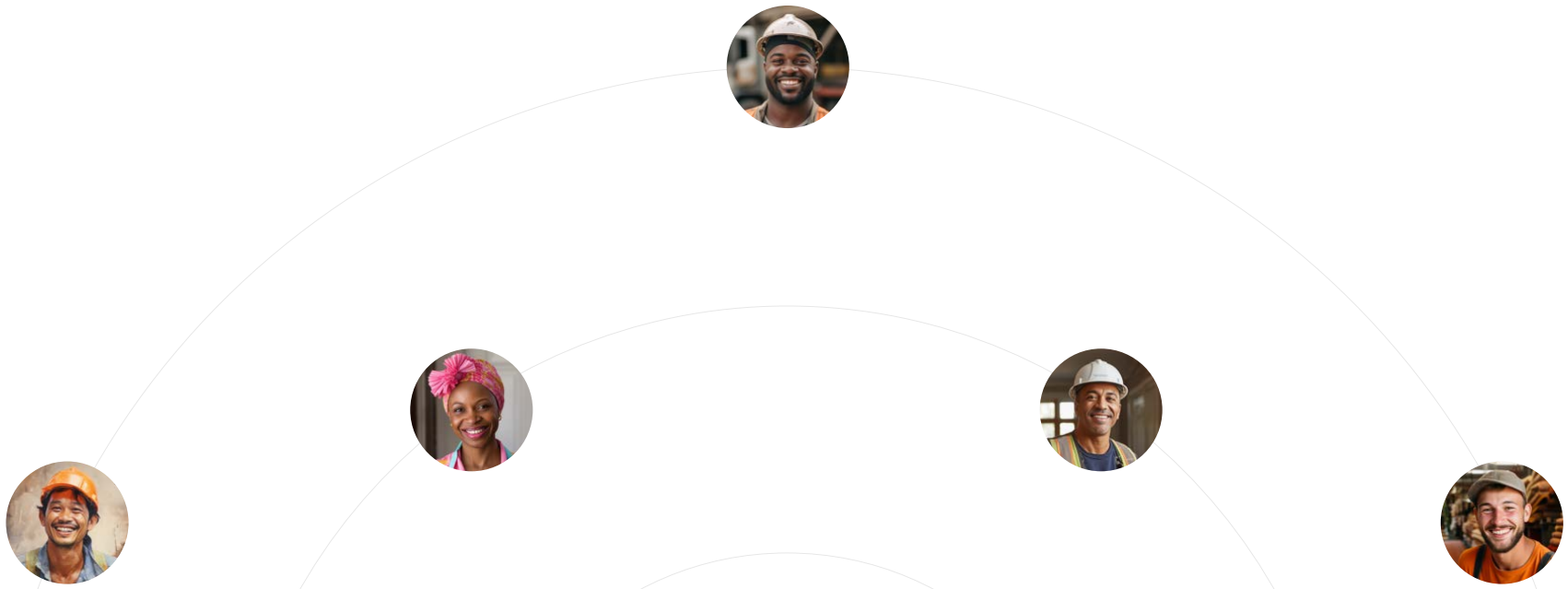
Basement Water Controlled

Generates

156

leads per year
using this formula





Epik

Book a call today!

- 30 minute strategy session
- No risk - completely free!
- Receive a quote on the call

epikwebsites.us →