

BADASSITY

Website First Impression Scorecard for Coaches

Rate Your Site on the 10 Key Elements
Ready-to-Invest Clients Notice in the
First 8 Seconds



BADASSITY
Branding

You already know your website isn't doing your work justice.

Your coaching has changed lives and organizations. People who walked into your world stuck, uncertain, or underperforming have walked out utterly transformed. You have the testimonials. You have the track record. You may have years of expertise that others in your space simply cannot match.

And yet your website is . . . meh.

Your home page reflects a version of your business that no longer exists. The language is soft where it should be specific. The visuals are pleasant but forgettable. The headline could belong to any of ten thousand other coaches who launched a Squarespace site last month. You've rewritten your bio and your homepage copy so many times that the words have lost all meaning, and nothing feels right.

. . . the ready-to-invest clients you want to enroll — ready to do truly do the work — are landing on your page and leaving within seconds.

Meanwhile, the ready-to-invest clients you want to enroll, the ones ready to do truly do the work — and invest \$5K, \$10K, or more in real transformation — are landing on your page and leaving within seconds. They're not reading your carefully crafted paragraphs. They're not clicking through to your testimonials page. They're making a gut-level decision about whether you are the caliber of expert they need, and they are making it before they finish their first exhale.

This scorecard gives you their perspective.

HOW TO USE THIS SCORECARD

Open your website on a desktop browser. Have it visible as you work through each of the 10 items below.

Score each item on a scale of 1 to 5:

1 = This element is missing or actively working against me.

2 = This element exists but is weak or generic.

3 = This element is adequate but not distinctive.

4 = This element is strong and communicates real value.

5 = This element immediately signals exceptional expertise and authority.

Be honest, not generous. The purpose of this scorecard is not to make you feel good about your current site. It's to give you an accurate, clear-eyed picture of how your website is positioning you in the eyes of the clients you most want to attract. If you inflate your scores, you rob yourself of the clarity you came here to get.

Write your score for each item in the space provided. At the end, add them up. Your total will tell you exactly where you stand.

THE 10 FIRST IMPRESSION SCORING ITEMS

1 Visual Authority within 2 Seconds

Pull up your homepage. Look at it for exactly two seconds, then look away.

What did you feel? Did the page command your attention with a visceral sense of professionalism, presence, and elevated status? Or did it feel safe, generic, and indistinguishable from the thousands of other coaching and consulting websites online?

Ready-to-invest clients have seen hundreds of websites. They register visual authority instantly. They're scanning for signals that say: this person operates at a high level. It's not about flashy design or trendy aesthetics. It's about whether your site creates an immediate, unmistakable impression of someone who delivers serious results.

Your site needs to stop a sophisticated, busy professional mid-scroll and make them pay attention.

When I work with clients on their brand presence, one of the first things we establish is what I call **vivid noticeability**. Your site needs to stop a sophisticated, busy professional mid-scroll and make them pay attention. If your hero section looks like a template with your name swapped in, you are invisible to the people you want to reach.

To what degree does your home page say this is someone who operates at an exceptional level. There is nothing generic about it.

My Score: _____ / 5

2 Headline Clarity and Specificity

Read your main headline out loud. Does it tell a ready-to-invest client these three things: **who you serve, what transformation you deliver, and why that transformation matters to them?**

Or does it default to vague, warm language that could apply to anyone? Phrases like "Unlock your potential" or "Live your best life" or "Transform your leadership" sound positive, but they communicate nothing specific. A ready-to-invest client reads those words and thinks: this person has not figured out who they are or what they do.

Specificity signals expertise.

When a prospective client reads your headline and thinks, "That is exactly what I need," you have done your job. When they read it and think, "That sounds nice, I guess," you have already lost them.

Consider the difference between a headline that says "Leadership Coaching for Professionals" and one that says "Elevating leaders to achieve missions that matter." The second one names a specific aspiration. It speaks to someone who leads within a mission-driven organization. It implies ascension, not remediation. Every word is doing real work. **Your headline is the single most important piece of copy on your entire site. Score it ruthlessly.**

My Score: _____ / 5

3 Your Photos Convey Visual Charisma

Look at the photos on your website. Do they communicate both warmth and authority? Do they show a leader who delivers serious, high-stakes results? Or do they unintentionally signal "pleasant but unexceptional"?

This is one of the most underestimated elements of elevated positioning. Your photography is doing heavy lifting in those first 8 seconds, often more than your copy. A ready-to-invest client looks at your images and makes an instant assessment: Does this person look like someone I would trust with a \$10K investment? Does this person look like they operate in the world I operate in?

... the difference between magnetic and forgettable.

The difference between a conventional headshot taken against a plain backdrop and a brand photograph that captures your authority, your energy, and your specific presence in a compelling environment is the difference between magnetic and forgettable.

Stock photos, amateur selfies, and outdated headshots from five years ago actively undermine your positioning. If your photos don't make you look and feel like the powerful transformational expert you are, score this low.

MY SCORE: ____ / 5

4 Decisive Uniqueness in the First Scroll

Before a visitor scrolls past the first screen of your homepage, can they tell what makes you specifically unique from every other coach or consultant in your space?

This is where most coaches' websites fail completely. They lead with generic value propositions that could belong to anyone in the industry. "I help leaders grow." "I support women through transitions." "I bring decades of experience." None of these statements differentiate you. **They describe a category, not a person.**

Your unique methodology, your specific perspective, your distinct positioning should be front and center . . .

Your unique methodology, your specific perspective, your distinct positioning should be front and center, visible before anyone has to scroll or click. If a ready-to-invest client has to dig through your site to figure out what makes you different, they will not dig. They will leave.

Identify what you do that no one else in your field does quite the same way. One of our client's signature hallmarks are curious engagement and expanding joy. Imagine a coach who leads with "The Expanding Joy Experiment"! Your specific philosophy or approach that shapes your work should be one of the first things a visitor encounters. If it is buried on your About page or hidden in the third paragraph of your Services section, it is functionally invisible.

MY SCORE: ____ / 5

5 Messaging That Speaks Directly to Right-Fit Clients

Read the first three paragraphs of copy on your homepage. Who exactly are they written for? Someone who already knows they need high-level support, has the budget to invest in it, and is actively looking for the right expert? Or are they written for someone who is still figuring out whether they need help at all?

The language you use on your website filters your audience. If you focuses on convincing people that coaching is valuable, you'll attract people who are not yet convinced. If you focuses on educating people about what coaching is, you'll attract people who don't yet understand it. Neither of those groups is ready to invest in coaching yet.

The language you use on your website filters your audience.

Ready-to-invest clients already know they need an expert. They're evaluating whether you are the right one. Your messaging should speak directly to their specific problems, use the language they use to describe their situation, and address the aspirations that are driving their search. If your copy reads like an introduction to your field rather than a direct conversation with your ideal client, you're attracting the wrong people.

MY SCORE: ____ / 5

6 Proof and Evidence Placement

Are client results, testimonials, examples, or case studies visible within the first 8 seconds or the first scroll of your homepage?

Many coaches and consultants collect powerful testimonials and then hide them on a dedicated Testimonials page that requires two clicks to reach. Most visitors never make it there. Your proof of results needs to be woven into the experience of your homepage, visible early and often.

A story is worth a thousand explanations.

Ready-to-invest clients are not just reading your promises. They're looking for evidence of results. They want to see specific results. They want to see stories of real people. Too many coaches spend too much time describing their process and too little speaking to the concrete transformations their clients have experienced.

Score this item based on how quickly and prominently a new visitor encounters real evidence of your results. If your testimonials are buried, if your credentials are listed only on your About page, if your case studies require someone to click through multiple pages, score low. The proof should meet the visitor where they are, not wait for them to come find it.

MY SCORE: ____ / 5

7 Navigation Simplicity and Confidence Path

Does your website guide a ready-to-invest client on a clear, confident path from the moment they arrive to the moment they hit the "Schedule a Call" button?

Look at your navigation menu. How many items are listed? If there are more than five or six, your visitor is already experiencing overwhelm. Every additional menu item creates a decision point, and decision points create friction. Ready-to-commit clients do not want to figure out where to click. They want to be guided.

Now trace the path from your homepage to your primary call to action. How many clicks does it take? How many distractions appear along the way? Does the journey feel decisive and streamlined, or does it feel cluttered and uncertain?

A confident website has a clear hierarchy. It knows what it wants the visitor to do and it makes that action obvious and easy.

A confident website has a clear hierarchy. It knows what it wants the visitor to do and it makes that action obvious and easy. If your site offers seven different entry points with no clear priority, it communicates indecision. And indecision in your website signals indecision in your business, which is the opposite of what a ready-to-invest client wants to see.

MY SCORE: ____ / 5

8 Organic Alignment Between Visuals, Voice, and Message

Does the tone of your writing match the quality of your design? And do both match the actual experience of working with you? Is your messaging consistent throughout?

This is where I see some of the most damaging disconnects. A coach writes warm, powerful, deeply personal copy and then drops it into a generic template with stock photography and default fonts. The words say "I am a transformative expert." The visuals say "I built this site in a weekend and I am not sure about any of it."

Or the reverse: a beautifully designed site with copy that is flat, corporate, and devoid of personality. The visuals promise something bold. The words deliver something safe. Or an executive coach talks about middle manager problems.

Something doesn't quite add up. And that's enough to make them leave.

Ready-to-invest clients register this misalignment immediately, even if they cannot articulate what feels off. They experience a subtle sense of distrust. Something doesn't add up. And that's enough to make them leave.

MY SCORE: ____ / 5

9 Call to Action Strength and Position

Look at your primary call to action. Is it clear? Is it compelling? Is it easy to find?

A ready-to-invest client who has decided they are interested in you should never have to search for the next step. Your call to action should be visible, specific, and inviting. "Book a Discovery Call" is better than "Contact Me." "Schedule Your Brand Strategy Session" is better than "Get in Touch." The language of your call to action should tell the visitor exactly what will happen when they click, and it should feel like a natural, confident invitation.

Is it clear? Is it compelling? Is it easy to find?

Now check the positioning. Is your call to action above the fold on your homepage, or does a visitor have to scroll to the bottom to find it? Is it repeated at strategic points throughout the page, or does it appear only once? Site visitors should encounter your call to action multiple times as they move through your homepage, each time with increasing motivation to click.

If your call to action is vague, buried, or appears only once at the very bottom of a long page, score this low.

MY SCORE: ____ / 5

10 Overall Feeling of Investment-Worthiness

The 8-Second Gut Check: Open your homepage. Look at the entire page for exactly 8 seconds. Now close it.

What is your gut feeling? Does this site feel like it belongs to someone who charges \$5K, \$10K, or more per engagement? Does it feel like the online home of an elevated expert who delivers transformative results?

Does it feel like the online home of an elevated expert who delivers transformative results?

Or does it feel like it belongs to someone who charges by the session, offers sliding scale pricing, and quietly apologizes for her rates?

This is the assessment your right-fit, ready-to-invest clients are making every single time they visit your website. They're not analyzing your copy word by word. They're not reading every testimonial. They're absorbing the total impression — the visual, energetic, emotional impact of your entire digital presence — and they are making a decision in seconds.

Be brutally honest with yourself here. If your site does not feel ready-to-invest in *your* gut, it does not feel ready-to-invest in *theirs*.

MY SCORE: _____ / 5

INTERPRET YOUR SCORE

Now add up your score out of a possible score of 50.

40 to 50:

Your Website Is Actively Supporting Premium Positioning

Your site is doing real work for you. The visual authority, the messaging clarity, and the overall experience are aligned with the caliber of expertise you deliver. Site visitors landing on your page feel an immediate sense of confidence that you're the right person. At this level, your focus should be on refining and optimizing what's already strong. Look at any items where you scored below 5 and treat those as opportunities to go from very good to extraordinary.

25 to 39:

Real Strengths, But Specific Gaps Are Costing You Clients

Your website has genuine strengths, and parts of it are communicating your value well. But there are specific gaps, and those gaps are the reason ready-to-invest clients visit your site and do not take the next step. They sense something is off, even if they can't name it. A score in this range means you are likely losing right-fit clients to competitors whose websites more consistently communicate ready-to-invest value. The good news is that targeted, strategic improvements to your weakest areas can produce significant results quickly.

Below 25:

Your Website Is Actively Undermining Your Expertise

This is the hardest score to receive and the most important one to hear clearly. A score below 25 means that no matter how talented you are, no matter how transformative your work, your website is telling ready-to-invest clients that you aren't the expert they're looking for. Your site's reinforcing an undercharging pattern and attracting price-sensitive, early-stage clients instead of the ready-to-work high-investment clients you are meant to serve. This score isn't a reflection of your ability. It is a reflection of the gap between who you are and how your online presence represents you. Closing that gap will revolutionize your business.

KNOWING THE GAPS IS THE FIRST STEP

Closing them requires strategic brand positioning, messaging, visual identity, and photography that communicates both your humanity and your authority without sacrificing either one. It requires a partner who can see your brilliance clearly and translate it into a bold, authentic brand presence that makes ready-to-invest, right-fit clients feel an immediate “Hell, Yes!”

THIS IS THE WORK BADASSITY BRANDING DOES.

BADASSITY Branding (www.badassity.com) works with our clients to presence their brilliance in every dimension of their brand: the concepts, the language, the positioning, the design, and the photography and visual identity. The result is a cohesive, powerful digital presence where every element tells a singular story — your story — and tells it so vividly that ready-to-invest clients see your brilliance and think, "Of course."

If your scorecard revealed that your website is not matching the level of results you deliver, and you are ready to close that gap with a brand presence built for the unique business you are becoming, let's talk.

Book your complimentary Brand Illumination Call and let's look at what your brand needs to become.

[**www.badassity.com/contact**](http://www.badassity.com/contact)

Dan Lewis
BADASSITY Branding

BADASSITY
Branding

Presencing your brilliance in bold yet authentic concepts, language, positioning, design, and photography

Coaching you in the inner game of branding for solopreneurs

Crafting compelling messaging that cuts through the clutter and clichés

Designing knock-your-socks-off visual complements to your vivid, authentic branding and messaging

Building and polishing your unique-to-you website on the reliable, robust, industry-standard Square Space platform

Photographing your uniqueness in vivid, magazine-cover-worthy images with visual charisma

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