

Your First Website Checklist

For Newly Qualified Menopause Coaches

Congratulations on qualifying. Now comes the part that most training programmes don't cover: presenting yourself professionally online so that the right clients can find you, trust you, and reach out.

This checklist walks you through the six key areas of your online presence – from your positioning to your booking flow. Work through each section before or during your website build to make sure nothing important gets missed.

01 — Your Positioning

Before you write a single word on your website, you need to be clear on who you are, who you help, and how you help them. This shapes everything else.

Clarity Questions		
<input type="checkbox"/>	I can describe who I help in one clear sentence	<i>e.g. women aged 45-60 navigating perimenopause</i>
<input type="checkbox"/>	I know what makes my approach different from other coaches	<i>e.g. holistic, CBT-based, lifestyle-focused</i>
<input type="checkbox"/>	I have decided on my coaching niche or specialism	<i>e.g. workplace menopause, weight, sleep, confidence</i>
<input type="checkbox"/>	I understand the language my ideal client uses	<i>e.g. exhausted, invisible, struggling, not coping</i>
<input type="checkbox"/>	I can explain my coaching outcome in plain English	<i>What changes for a client after working with me?</i>

02 — Your Services

Your website should clearly explain what you offer, how it works, and what it costs (or at least give a starting point). Vague services pages lose clients.

Services Checklist		
<input type="checkbox"/>	I have decided on my core service(s)	<i>e.g. 1:1 coaching, group programmes, workshops</i>
<input type="checkbox"/>	I know the format of each service	<i>e.g. online, in-person, telephone, WhatsApp support</i>
<input type="checkbox"/>	I know the length and duration of each service	<i>e.g. 6 sessions, 3 months, 60 mins per session</i>
<input type="checkbox"/>	I have a starting price or price range for each service	<i>Even 'from £X' is better than nothing</i>
<input type="checkbox"/>	I know how clients book or enquire	<i>e.g. contact form, Calendly, email, phone</i>
<input type="checkbox"/>	I have thought about introductory offers for new clients	<i>e.g. free 20-min discovery call</i>

03 — Your Website Pages & Sections

You don't need a complicated website. A clear, calm, one-page or five-page structure is enough to get started. Here is what to include.

Essential Pages		
<input type="checkbox"/>	Home page — clear headline, who you help, call to action	<i>First impressions matter most here</i>
<input type="checkbox"/>	About page — your story, your training, why you do this work	<i>Clients need to trust you before they book</i>
<input type="checkbox"/>	Services page — what you offer, how it works, pricing	<i>One service per section is clearest</i>
<input type="checkbox"/>	Contact or booking page — how to get in touch or enquire	<i>Make it easy — not buried at the bottom</i>
Useful Additions		
<input type="checkbox"/>	Testimonials section — client feedback, even early/informal ones	<i>Even one strong testimonial builds trust</i>
<input type="checkbox"/>	FAQs section — answers common questions before they ask	<i>Saves you time and reduces friction</i>
<input type="checkbox"/>	Resources or blog — optional, but useful for SEO later	<i>Not essential at launch</i>
<input type="checkbox"/>	Privacy policy and cookie notice	<i>Required if collecting data via forms</i>

04 — Trust-Building Content

Menopause coaching is a sensitive, personal area. Clients need to feel safe before they'll reach out. Your website needs to build trust clearly and quickly.

Trust Essentials		
<input type="checkbox"/>	Professional headshot or on-brand photo of you	<i>Avoid stock images on your About page</i>
<input type="checkbox"/>	Your qualifications and training provider clearly listed	<i>Name the course, the accreditation body</i>
<input type="checkbox"/>	Any CPD memberships or professional body memberships	<i>e.g. UKCP, ICF, BANT, RCGP-affiliated CPD</i>
<input type="checkbox"/>	A warm, honest 'About' section written in your own voice	<i>Don't over-formalise it – warmth converts</i>
<input type="checkbox"/>	At least one client testimonial or early feedback quote	<i>Ask your case study clients</i>
<input type="checkbox"/>	Clear statement about confidentiality and your approach	<i>Especially important for sensitive topics</i>

05 — Your Booking & Enquiry Flow

Clients who are ready to take the next step need a frictionless path to contact you. Think about what happens after they fill in a form or click a button.

Enquiry & Booking		
<input type="checkbox"/>	I have a contact form or enquiry form on my website	<i>Not just an email address – forms convert better</i>
<input type="checkbox"/>	Clients receive an automatic confirmation when they enquire	<i>Sets expectations immediately</i>
<input type="checkbox"/>	I know how quickly I aim to respond to enquiries	<i>State this on your contact page if possible</i>
<input type="checkbox"/>	I have a discovery call process (if offering one)	<i>Calendly or similar booking tool</i>
<input type="checkbox"/>	I know how I'll take payment	<i>e.g. bank transfer, Stripe, PayPal, Xero</i>
<input type="checkbox"/>	I have a simple client agreement or terms in place	<i>Even a short one is better than none</i>

o6 — What to Avoid

A few common mistakes that newly qualified coaches make with their first website — worth knowing before you build.

Common Pitfalls		
<input type="checkbox"/>	Overcomplicating it — start simple, add later	<i>A clear simple site beats a busy confusing one</i>
<input type="checkbox"/>	Using jargon your clients don't recognise	<i>Write for the client, not for other practitioners</i>
<input type="checkbox"/>	No clear call to action on each page	<i>Every page should have a next step</i>
<input type="checkbox"/>	Generic stock images throughout	<i>Real photos of you build far more trust</i>
<input type="checkbox"/>	Burying contact details	<i>Make it easy to find on every page</i>
<input type="checkbox"/>	Launching and doing nothing — promote it actively	<i>Share on social, tell your network</i>

Need help building your website?

Riva Digital Studio offers a done-for-you Menopause Coach Launchpad — a calm, professional website framework designed specifically for newly qualified coaches who want to get their online presence right from the start.

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