

The No-Jargon Freelancer Website Checklist



Phase 1: The Essentials (Before you build)

Define your "I Help" statement

"I help [Target Client] do [Service] so they can [Result]."

Pick your "Home Base"

Choose **Carrd** (if you want it done in an hour) or **Bluehost/WordPress** (if you want a full site).

Get a Professional Photo

A clear headshot of you smiling. No avatars or logos; people hire people.



Phase 2: The "Hire Me" Page Structure

01

The Headline

Clearly state what you do.

02

The "Pain" Point

Mention 1–2 problems your clients
usually have.

03

Your Solution

Briefly explain how your service solves
those problems.

04

Social Proof

A quote from a past client or a link to a portfolio piece.

05

The Call to Action

A clear button like "Schedule a Free Chat" or "Request a
Quote."

Phase 3: The Tech Setup

Domain Name

Try to get **YourName.com** or **YourNameServices.com**.

Email Setup

Set up a professional email (or just use a clean Gmail for now).

Contact Form

Test your form to make sure messages actually arrive in your inbox.

Mobile Check

Open your site on your phone to make sure the text isn't too small.



Phase 4: Launch

The "Announce" Post

Share your new link on LinkedIn or X/Twitter.

The Email Signature

Add your new website link to your email signature.



- You're ready to go!** Your freelancer website is now live and working for you. Start sharing it with potential clients and watch the opportunities roll in.