The Coaching Website System Checklist (2026)

What to include on your coaching website if you want more booked calls (not just traffic)

Website +

Funnels +

Automations +

Booking +

Follow-Up

Why Your Coaching Website Isn't Booking Calls

- No clear funnel path
- No lead capture
- No follow-up system
- No trust-building proof
- People leave and never come back
- It looks nice, but doesn't guide visitors to one action

A website isn't a portfolio.
It's a sales machine.

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Coaches Are Using Too Many Tools

- Website builder (Wix/Squarespace)
- Funnel builder (ClickFunnels)
- Calendar booking (Calendly/Acuity)
- Payments (Stripe/PayPal)
- Courses (Kajabi/Teachable)
- Community (Skool/Circle)
- CRM (HubSpot)
- Email marketing (Mailchimp/ConvertKit)

Recommended All in One Platform GoHighLevel (Website + Funnels + CRM + Automations)

See GoHighLevel pricing + free trial

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A Coaching Website Should Do These 5 Things

Checklist

- Attract leads
- Capture leads
- Build trust
- Book calls
- Follow up automatically

These automations can all be built inside GoHighLevel.

Try GoHighLevel (Free Trial)

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Pages Every Coach Needs (Minimum Setup)

Checklist

- Home page (clear offer + CTA)
- About (authority + relatability)
- Services / Coaching offer page
- Testimonials / Results page
- Contact page
- Booking page (calendar embedded)
- Thank you page (next steps)

Want the all in one version?

See GoHighLevel plans + free trial

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What Every High-Converting Coaching Homepage Includes

Checklist

- Clear headline (who you help + outcome)
- Strong CTA button ("Book a Call")
- Social proof (testimonials, logos, results)
- Your framework/process
- Offer breakdown (what they get)
- FAQ section (handle objections)
- About snippet with credibility
- Lead magnet opt-in
- Final CTA section

View GoHighLevel plans here

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The 3 Funnels That Coaches Need

Funnel 1 Free Lead Magnet Funnel
- opt-in page
- thank you page
- email follow-up sequence

Funnel 2 Discovery Call Funnel
- value page (why book)
- calendar booking page
- confirmation page
- reminders

Funnel 3 Low-Ticket Offer Funnel
- sales page
- checkout
- upsell (optional)
- automated delivery

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Forms That Filter Out Time Wasters

Checklist

- Application form (qualify leads)
- Intake form (before call)
- Coaching onboarding form
- Feedback form
- Post-call follow-up form

Good forms save you hours and increase closing rates.

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Automations
Every Coach Needs
(To Stop Losing Leads)

Checklist

- Instant lead confirmation email
- SMS follow-up after opt-in
- Booking confirmation email + SMS
- Reminder 24hr + 2hr before call
- No-show automation
- "Did you still want to book?" follow-up
- Post-call nurture sequence
- New client onboarding sequence
- Payment confirmation + receipts
- Review/testimonial request automation

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What a Premium Coaching Business Includes

Checklist

- Client portal login
- Course delivery / modules
- Community access
- Resources vault
- Progress tracking / worksheets
- Appointment scheduling for existing clients

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The Real Cost of Building This With Separate Tools

<u>Checklist</u>

- Website build: $2,000+
- Funnel build: $1,500+
- Email automation setup: $500+
- CRM setup: $500+
- Calendar integration: $300+
- Course portal setup: $1,000+
- SMS follow-up system: $300+
  Total: $6,000 to $10,000+

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Want the Done For You Coaching Website System?

If you want everything in one place (website + funnel + booking + automations), GoHighLevel can handle it.

Website +

Funnels +

Automations +

Booking +

Follow-Up

Read the Full Guide + Website Template Examples

Try GoHighLevel (Free Trial)

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