

Notary Website Fundamentals

Companion Workbook

Apex Mentorship™ | Dean Eason-Williams

Workshop Objective

This workbook is designed to help you understand the true purpose of your website, improve professionalism online, build trust with visitors, support visibility through SEO, and convert visitors into clients.

Core Transformation

From: “I just need a website.”

To: “My website is a business tool that builds trust and generates opportunities.”

Section 1: Why Websites Matter

Your website can become your digital storefront, information center, credibility builder, and trust-building platform.

For many people, your website is where they decide whether they trust you and whether they contact you.

Important Reminder

Your website is primarily for local clients, the public, attorneys, paralegals, businesses, and families searching for services.

NOT primarily for signing services or notary platforms.

Reflection Prompt

What should someone immediately understand when visiting your website?

Reflection Prompt 2

What impression do you think your current website creates?

Section 2: Who Your Website Is Really For

Many attorneys and paralegals from outside your area search online for local notaries where their clients reside.

Your website helps them evaluate professionalism, credibility, and communication.

Audience Planning Exercise

Rank your target audiences and identify who you most want to attract.

Section 3: Website Structure Fundamentals

Recommended pages include Home, About, Services, FAQs, Resources, and Contact.

A strong structure helps visitors navigate easily and helps search engines understand your business.

Missing Page Exercise

Which important pages are missing from your website?

Section 4: Service Pages & SEO

Create a separate page for EACH service offered.

Separate service pages improve SEO, search visibility, keyword targeting, and educational opportunities.

Suggested Service Pages

- Mobile Notary Services
- Trust & Estate Signings
- Apostille Services
- Loan Signings
- Fingerprinting
- Hospital Notarizations
- Jail Notarizations

SEO Keyword Brainstorm

Location Keywords

Service Keywords

Questions People Might Search

Section 5: The Homepage

Your homepage should quickly explain who you are, what you do, where you work, and how people contact you.

Homepage Elements

- Strong headline
- Clear call-to-action
- Professional wording
- Contact information
- Trust signals

Headline Exercise

Write a clearer homepage headline.

Call-To-Action Exercise

What action do you want visitors to take?

Section 6: Trust Signals & Professionalism

Trust signals include professional headshots, reviews, branding consistency, business hours, and service area clarity.

Website Trust Audit

Does your website clearly display phone number, email, services offered, service area, and contact options?

Reflection Prompt

What currently helps build trust on your website?

What currently weakens trust?

Section 7: Legal & Professional Considerations

Professional websites should include proper disclaimers, accurate information, and clear service descriptions.

Suggested Footer Disclaimer

I am not an attorney and do not provide legal advice.

Section 8: Common Website Mistakes

- Outdated websites
- Weak mobile formatting
- Generic wording
- Missing service pages
- Poor contact flow
- Weak calls-to-action

Self-Assessment

Which website issues apply to your current website?

Improvement Exercise

Which issue should you fix FIRST?

Section 9: Interactive Website Review

Evaluate your website for clarity, professionalism, trust signals, and contact flow.

Reflection Questions

What creates confusion?

What builds trust?

What feels incomplete?

Section 10: Action Plan

What is one thing you can improve immediately?

Which service page should you build first?

What trust signal should you improve?

What is your biggest website weakness right now?

Final Action Checklist

- Improve homepage clarity
- Add service pages
- Improve SEO wording
- Add trust signals
- Improve calls-to-action
- Update contact information

Closing Thoughts

Your website should build trust, support visibility, answer questions, encourage contact, and reinforce professionalism.

Your website should help people understand, trust, and contact you.

About the Instructor

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