

4 STEPS TO A BETTER HOMEPAGE

SAY WHAT YOU DO, WHO FOR AND THE BENEFITS

This is the statement that should jump out at your ideal clients as soon as they land on your website. Make sure they know they're in exactly the right place and what you offer is going to change everything for them!

INCLUDE SOCIAL PROOF

Testimonials, client logos, PR mentions and affiliations all contribute to trust and demonstrating your expertise. Having these on your homepage increases credibility and can remove doubts for potential clients.

BENEFITS FIRST, THEN FEATURES

Be sure you're explaining how you improve peoples lives, these are the benefits! Paint a picture of what their life or business can be like if they buy in. What your product or service is, or what your package includes is relevant info but won't make the sale so put this further down the page or on a subpage.

ADD A CALL TO ACTION AND MAKE IT STAND OUT!

The best homepages have a call to action (CTA) above the fold so it's visible before scrolling, and at the bottom of the page so your visitors aren't left stranded after you've convinced them how great your offer is! A homepage may also include small CTAs that lead visitors to subpages about your most important offerings.