

A Guide To A Well Structured Homepage

This is a guide and not a set fast rule on how your website homepage should be laid out. It will give you an idea on what type of content you might think to supply. While we'll take care of the look, design and the most effective site structure, we can not tell the story of your business or know the type of customers you want to attract, you'll do this with your written content. Remember when writing your website content to always keep in mind "How will this benefit my customers", is this information important to me or them?... the answer is them.



1 HERO

A Hero Banner is a large image (usually static) that is the first visual element a visitor views when coming to your website. It presents an overview with a simple, straight-forward message of the site's most important content. Your hero image should have an impact and be visually stimulating. If there is text in your Hero Banner then it should be concise and to the point.

3 CORE SERVICES

This section features your core products or services and should include about 100 words of content with each. Since these are your core services, you'll likely have full pages or sections of your site related to each, but by placing them on your homepage accompanied by descriptive content, you'll also get some additional SEO value.

5 PERSONAS

If your business is aimed at larger companies or organizations having a representation of "who we serve" is a key element to include on your website.

7 SEO CONTENT

It's a good idea to feature frequently changing content from your website on your homepage. For example, placing a blog or social feed that shows recent activity. It's a great way to show your company is active and to keep content fresh. Don't forget to use keywords in relation to your prospective audience.

9 CONTACT

Sometime the only reason a potential customer may be visiting your site is for contact information, supply all contact information showing you are reachable and ready for their questions.

2 STORY

The main goal your website should achieve is to be able to immediately tell a story. What you may get wrong about storytelling on your website is that the story is not about YOU. The story must be the story your customers and prospects are telling themselves. Their story is the problem they are having and how you can best help them.

4 VIDEO

Many companies are beginning to feature video on their homepage, and for a good reason! Video allows you to give people a real sense of who you are, what you stand for, and let people hear your story. It's also a great way to produce content to engage your audience. Some put this in the "nice to have" category, but if you have the budget or know how we think this is a "must have" these days for small business websites.

6 TESTIMONIALS & TRUST SIGNALS

You need to have elements that build trust on your homepage, whether they be logos of current customers or testimonials for your audience to glance over. Have reviews or accolades you want your audience to see. These are best sourced from your social media accounts as people trust these more than exclusive testimonials on your website.

8 CALL TO ACTION

A call to action (CTA) is an image or text that prompts visitors, leads, or customers to take a specific action. CTAs help to guide people through the customer journey and advise them on the next steps. Your call to action can be to request more information, schedule a consultation, or download a free report. Think about what you want your customers to do when navigating your site, and when they're finished.

