



What Content to put on the Homepage of your Website

Get the Most from this Resource

1. Set aside 30 minutes to go through it
2. Fill in the blanks of each guided section
3. Provide the finalized changes to your web designer
4. Ensure your analytics are in place, and watch the results!

Why is this Important?

The homepage of your website is often the first real look a potential customer gets of your brand after clicking on an ad, social media post, or link to your site.

It is typically one of the most visited pages of your website, so you want to have a solid content strategy in place that will help **convert visitors into paying customers**.

The Job of Your Homepage Content

The primary job of your homepage content is to focus on what you can help your customers achieve.

Be explicitly clear about what problem you will help them solve. This helps prospects understand whether or not your offer is relevant to their current needs.

Your “above the fold” content (which is what you see when first loading a page, before scrolling down) should **hook visitor interest, and compel them** to keep reading or take action.

The headline, subheading, and imagery which make up your above-the-fold content should all work together to accomplish this initial clarity and generate further interest.



Conversion Types

Primary Conversions: Some prospects will immediately want to make a purchase or schedule an appointment. Perfect!

However, most will not. This is okay though, not to panic.

Retargeting is our strategy to reclaim some of the ~90% of the audience who is not yet ready to buy.

Details are outside the scope of this resource, but know there are a few ways to do this:

- Digital Ad campaigns
- Email campaigns
- Get them to come back on their own

Secondary Conversions are how we make this happen.

Example: Enter your email to receive access to a free resource.

The free resource is a **Lead Magnet** - something your prospects will find valuable, and are willing to exchange some identifying information for.

Compelling a visitor to commit to this smaller action is a Secondary Conversion. We now have some way to continue the conversation and build our relationship!

Call To Action (CTA)

This is the concise verbiage you use to label your action button.

Examples: Sign Up, Download Now, Get the Guide, Buy Now

You should have one for each Conversion.

These can be supported by a subheading which serves to explain what the action will accomplish. Help them FEEL what the result will be!

Examples: Start your journey towards better XYZ, Check {solving problem} off your list



1. Primary Conversion (sale or inquiry):

2. Primary Call To Action:

3. Secondary Conversions (lead magnets and ideas):

4. Secondary Call To Action:

What a Homepage Should NOT Do

- Explain every detail of how it all works
- Talk to every possible segment of your audience
- Only talk about how great your company is

Most business websites make the mistake of focusing on the wrong things: themselves, the granular details of how their solution works, etc.

As we discussed earlier, the focus should be on the customer and what you can help them achieve.

Don't go into every little detail of what working with your company is like. Instead, provide a simple overview of the 2-4 main steps in the process.



This will reduce anxiety by making it look easy, rather than intimidating or time-consuming. You don't want a potential customer to talk themselves out of working with you because they feel it will be too much work!

Additionally, you may have various sub-demographics or markets you serve. Your above-the-fold content and most of your home page should focus on the primary audience.

Others can be mentioned briefly in highlight boxes, and really they should have their own **Landing Pages** as well, to focus on their specific needs and the solutions you have for them.

Elements to consider removing from existing home page:

Homepage Content Structure

- Elements, what they do, and optimal ordering
- Social proof
- Lead Magnet
- Expertise (awards, certifications)

Now that you have a better understanding of the strategy for your homepage content, it is time to plan out the individual sections.

Each element has its own point and purpose.

1. **Header**
2. **Pain-Agitation-Solution**
3. **How it Works**
4. **Proof**

Fill out the written outline below, and provide it to your web designer.

Each bold title is an individual section. We recommend keeping them in this order to start with, then test what works best for your audience.



1. Header

Outline their problem and your offer to fix it very clearly.

Headline

Subheading

Imagery Description (hero image, which may be used as a background for this section)

Primary Call To Action Button

2. Pain-Agitation-Solution

Present their Pain (the problem they face), Agitate it (how it impacts them), then offer your Solution.

Pain

Agitation

Your Offer, aka the Solution (this can be a visually separate section just below Pain &



Agitation)

Primary Call To Action Button

3. How it Works

Help them envision how they can achieve their goal

Primary and/or Secondary Call To Action Button

4. Proof

Show why they should trust your company and do business with you.

Testimonials / Social Proof

Achievements - Wins for customers

Awards, Certifications, Recognition

5. Everything Else (footer section)

Links to minor pages, etc



Design Considerations

Header & Imagery

Keep your home page visually focused on what your customer base desires to achieve, and the solution you provide.

This means imagery should compliment your verbiage and the customer's situation, rather than overshadow it.

Show their current pain, and/or the positive outcome after hiring your company.

Use real photos as much as possible, or at least less-obvious stock photos that have relevance.

Avoid sliders, background video, and heavy use of animation - they usually distract from your message. Which would you rather have - a "fancy" looking site, or one that makes money?

"How it Works" type videos are fine, just embed them and do not set them to autoplay. You probably don't need this on your home page anyway, stay focused on hooking their interest first.

Call To Action

Primary CTA buttons should be visually prominent!

Make them a color that stands out, and give breathing room in the form of whitespace around them.

Secondary CTAs should blend in more, so that they are still present but don't take away from the Primary CTAs.

Text

Keep your paragraphs short - usually just 1 or 2 sentences. Large blocks of text are inevitably skimmed over.

Bullet points, numbered lists, and callout boxes help highlight important information you don't want your visitors to miss. These should focus on helping them make the decision at hand.



Font size - Modern screens are pretty large, so use a font size that is large enough to be easily readable. This is doubly important for older demographics.

Custom Fonts - Be careful that these don't slow down your site's loading time. Embedding multiple fonts, each with bold and italic variations can really add to the total file size. Ask your designer for recommendations.

Design elements to update or include:

All Done?!

[Audit Your Website](#)

1. Click the link above to fill out a super simple form
2. Our team will take quick look to determine if your project is a good fit for our services
3. The SEO and Conversion audit will then begin! Usually this takes just a couple business days