

## *Module 16, Lesson 2 Handout:*

### **Building Your Homepage**

When you're first building your business, your homepage will be the most important page you build on your website. It's where you will most likely be sending everyone to - from your social profiles, emails, partnerships, etc., and it's where people will size you up. Consider it the fastest job interview or speediest first date you've ever had. You only have a couple of seconds to make a lasting impression, so you better make it count!

Everyone's homepage may look different, but there are certain components almost every homepage should have. This will obviously differ depending on your business, but this list of 7 Homepage Components is a great rule of thumb to keep in mind:

**A Clear Value Proposition.** This is a fancy way of saying, "What's in it for them." Your customer should immediately understand what you can do for them the moment they lay eyes on your homepage.

**Easy Navigation.** Your menu or navigation is not the place to get cute or fancy. You want people to click, and if they aren't exactly sure where they're going, chances are they're not going to click. Keep it simple, direct, and succinct.

**Email Capture with an Enticing Offer.** The most valuable thing you can gain from a site visitor is their email address. This allows you to market to them on your timeline, not just when they visit your site. Offer them something in exchange for their email address to entice them to click that Sign Up button - a free ebook, a recipe guide, or something that makes sense for your business.

**Your Social Media Links.** Display them prominently! Much like your email capture, make them easy to find. If someone wants to learn more about you, give them every chance possible!

**A Call to Action.** What is it you want your homepage visitors to do? Learn about your services? Read an article? Watch a video? Make it clear, make it obvious, make it prominent. Guide them through the journey you want to take them on.

**Footer.** Everyone needs a footer. It's a great place to add your legal link, and anything else that will help your user navigate your site or find what they are looking for. It's also a great place to add an email capture since it will be displayed on every page throughout your site.

**Your Contact Info.** Often a great place to put this is in the footer. It can be an email address, a physical address, a phone number, or a link to your contact page. Regardless of how you do it, make it easy for people to engage directly with you.

Homepage Components	
My Value Proposition Is:	
My Navigation Links Are:	
My Email Capture Offer Is:	
My Button Call To Action Is:	
My Social Media Links Are:	

<b>My Social Media Links Will Be Displayed Here:</b>	
<b>Besides My Email Capture, The Action I Want Users To Take On My Homepage Is:</b>	
<b>My Footer Will Include These Components:</b>	
<b>My Contact Info I Will Include Is:</b>	

Now, those are more or less the must haves for pretty much any homepage. As a general rule of thumb, you want your site to strategically move users from one step to the next, in a way that helps them decide to hire you or purchase your product. Keep that in mind as you pull everything together.

What you have above the fold - that is, what your users can see before they begin scrolling - should pretty much tell them everything they should know about you. And then everything below the fold - that is, what they see once they start scrolling, should reinforce or prove whatever you presented above the fold. This could include features, benefits, content, sales items, testimonials, etc.

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## Some other components you may want to consider include:

**A hero image at the top.** This is one large image that spans the page. If your brand is you, it's a great idea to have a hero image of yourself above the fold. That means the area you can see on your homepage without having to scroll down. Hero images will help your visitors get to know you more quickly, which builds trust, interest, and helps to drive purchasing decisions. Just be sure to upload a high quality picture so it looks sharp and clear.

**Whitespace.** It's important to have a clean, uncluttered website design with plenty of open space. This is called whitespace. Whitespace prevents your site from feeling too crowded or overwhelming and helps draw your visitor's eye to whatever it is you want to promote.

**A sample of your content.** This could be a few blog posts, photos from your portfolio, or recipes. Whatever it is that you produce, entice users into trying it out rather than hoping they click on the BLOG or RECIPES page to peruse what you have.

**Finally, Social proof.** Does your business rely on client testimonials? Of course it does! Let people hear from your other customers and learn of the success your service or product provided them. Sometimes, what your customers say to each other can be more persuasive than what you say directly to them.

Optional Homepage Components	
My Hero Image Is:	
My Main Headline On My Website Is:	

My Sub-headline On My Website Is:	
How Much Whitespace Do I Want?:	
Do I Have Content I Want To Feature On My Homepage?:	
What Features And/Or Benefits Do I Want To Showcase?:	
Do I Have Testimonials I Can Display On My Website?:	
Who Else Can I Ask For Testimonials?:	