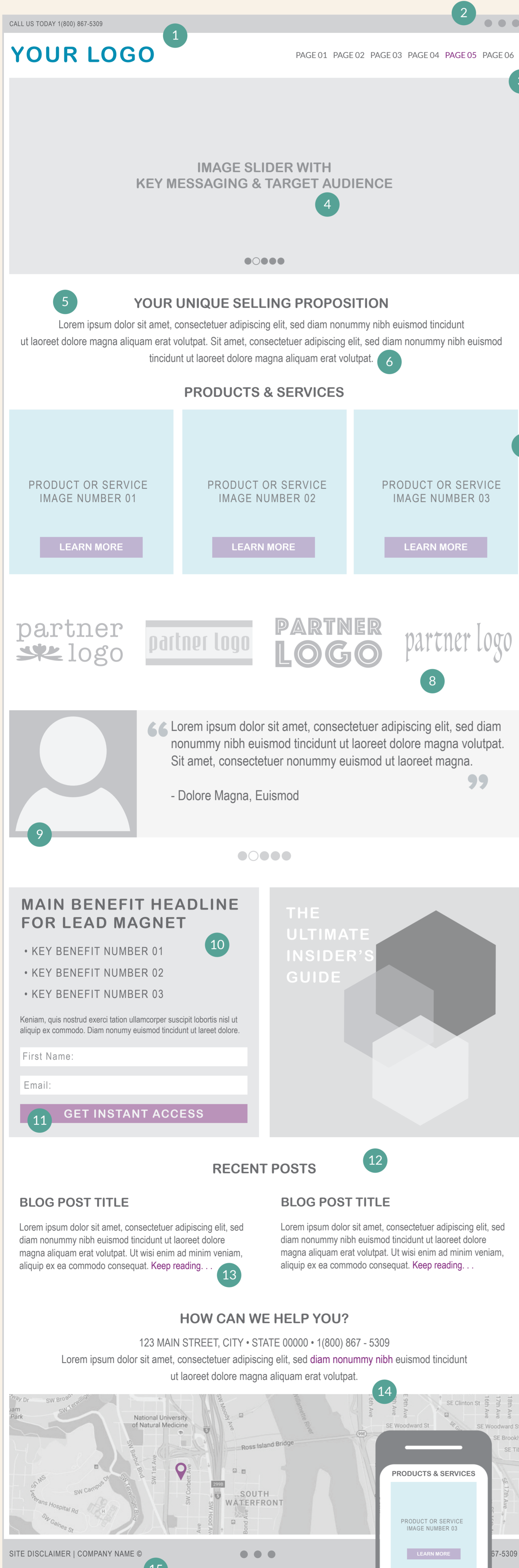




THE ULTIMATE HOME PAGE CHECKLIST

Take the guesswork out of it! Discover how you can captivate your audience & boost sales without getting stuck behind the computer.



01 BRANDING

Your branding should have a consistent look & feel throughout the site and easily communicate your company's core values to your customer.

02 SOCIAL MEDIA ICONS

Use social media to drive traffic to your website, but don't lure your hard-earned visitors away from it, by putting a spotlight on them once they get there.

03 SIMPLE NAVIGATION

Less is more here. You want to keep your navigation as simple and straightforward as possible.

04 IMAGE SLIDER

Your slider should have one clear key message and at least one image of the customer that shows you know who they are and what they want and need.

05 CLEAR UNIQUE PROP

Your USP needs to show not only what makes you different but why they should choose you instead of your competition.

06 BENEFIT DRIVEN COPY

Include well written, keyword rich, benefit-driven copy that speaks your customer's language and solves their problem.

07 PRODUCT/SVC PHOTOS

Invest in good, quality photography, showcasing your products or services. Add a simple "call to action" button on the image to make sure the customer knows how to take the next step.

08 PARTNER LOGOS

Don't be shy. Any partnerships you have can only help establish your authority, build trust and credibility.

09 TESTIMONIALS

Results-focused testimonials or "success stories" build trust and should show that working with you will be a good investment.

10 KEY LEAD MAGNET

Offer something for free so they can "sample the goods" without risk. This helps you filter down to qualified leads that you can nurture into paying customers.

11 CALLS TO ACTION

Use descriptive phrases like "Call for a Quote", "Watch a Demo" to prompt your user to take action throughout the site.

12 BLOG OR NEWS FEED

Keep this up-to-date. It is the most important tool in nurturing a lead to a sale by keeping you top of mind.

13 INTERNAL LINKS

These links "guide" your visitors & customers to more specific content on your site. Making it a much more user friendly experience.

14 CONTACT INFO

Make sure people can find you in more than one place & in more than one way on your homepage (eg., email, phone number, directions or a map).

15 FOOTER + DISCLAIMER

Keep your site more professional, user and SEO friendly by including any industry disclaimers and publishing info in the footer.

16 MOBILE FRIENDLY

The rise of mobile is stronger than ever. You'll be leaving a lot of money on the table if you don't have a responsive website today.

NEED HELP?
Let's schedule a call today!

To learn more about how I can help you build a better website please visit www.sylvia-adams.com