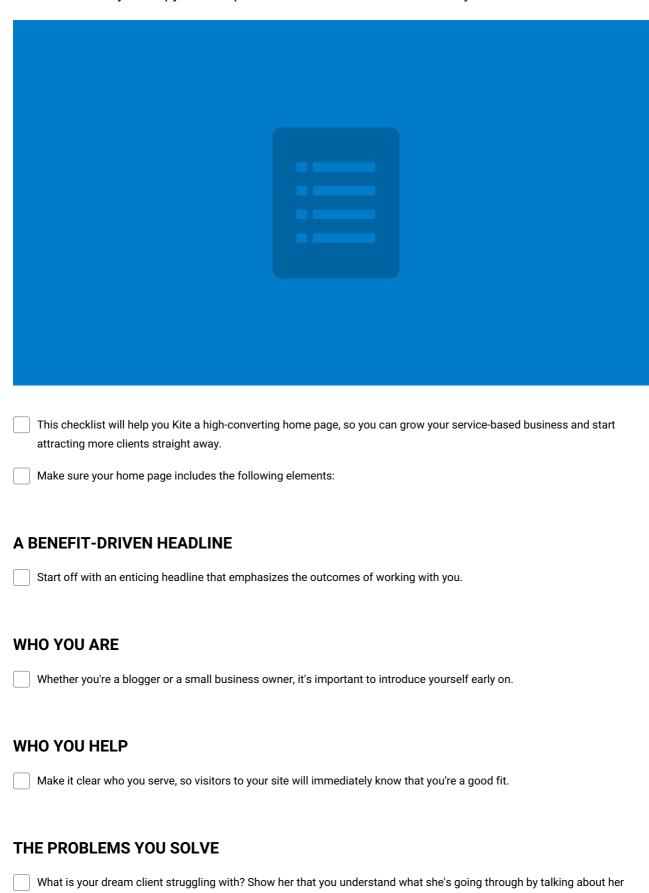
The Ultimate Home Page Checklist

Your home page is traditionally the most visited page on your website. In just a few split seconds, the people who land there are going to decide whether or not they should stick around, which means your copy has to spark an instant attraction.. and every word counts



problem.

THE BENEFITS OF WORKING WITH YOU
Briefly describe your services and then go into more detail about the benefits Of working With you. What Will life be like afterwards? Be as specific as possible!
A CALL TO ACTION
Encourage people to find out how they can work With you by including a strong, attention-grabbing call to action at the end of your copy.
A PHOTO OF YOU
Include a photo of you! It will give visitors to your site a better sense of who you are and help them get to know you.
TESTIMONIALS
Social proof is powerful. so featuring Some testimonials on your home page will show your dream clients that you're the real deal.
AN OPT-IN BOX
Include an opt-in box on your home page to encourage people to sign up to yo Make and Share Free Checklists checkli.com