12 Critical Elements Every Homepage Must Have

A homepage is one of the most if not the most important. page on a Website. Because it commonly gets the hulk of site traffic. it's crucial tor the homepage to convert as much of that traffic into leads and sales.

Headline

☐ Within 3 seconds, a website needs to answer, "What does this site offer?" Keep your headline clear and simple. No fluff.

Sub-headline

☐ Your sub-headline should offer a brief description of what you do/offer. Avoid gobbledygook language. Be different and show value. Don't just talk about yourself.

Benefits

☐ It's not only important to describe what you Do, but why it matters. Prospects want to know about the benefits and advantages.

Primary Calls-to-Action

☐ Including multiple calls-to-action (CTA) above the fold is important to driving conversions. Offer two-to-three CTA (max) that map to different stages of the buying cycle.

Features

☐ In addition to benefits, list some of your key features. This gives people more Of an understanding of what's provided by

your products and services.

Customer Proof

☐ Customer proof a powerful indicator of trust. Include just a few of your best (short) quotes on the homepage. Adding a name and photo make the testimonials more real.

Success Indicators

☐ In addition to customer success, awards and recognitions are Other key elements to making a pod first impression.

Navigation

☐ To decrease bounce rates, your visitors need a clear path into your site from the homepage. Make sure your navigation is visible at the top of the page. And keep it simple.

Supporting Image

☐ Most people are visual. Make sure to use an that clearly indicates what you offer. Short are great too. Just don't use stock photos of fake business people.

Content Offer

☐ To generate even more leads from your homepage, feature a really great content offer, such as a whitepaper, ebook, or guide.

Resources

☐ Approximately 96% of the visitors to your website are not ready to buy. Make Sure you offer a link to a resource center where they can earn more.

Secondary Calls-to-Action

☐ When visitors end at the bottom of your homepage, don't forget to display calls-to-action there as well for even more lead generation opportunities. CTA are not just for the top of the page.