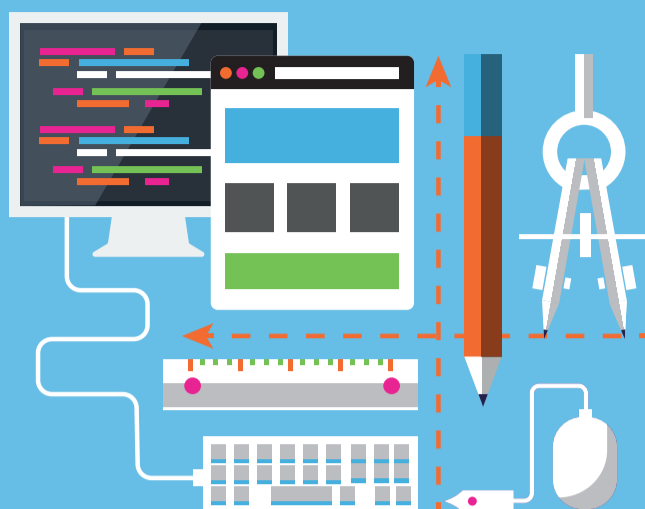


12 Key Elements To Consider For Your Homepage

You never get a second chance to make a first impression.

That's why your homepage is undoubtedly one of the most important pages on your website.

Because it commonly gets the bulk of site traffic, it's crucial for the homepage to convert as much of that traffic as possible into leads – and, eventually, customers.



WANT TO OPTIMISE THE CONVERSION RATE OF YOUR HOMEPAGE? HERE ARE 12 KEY ELEMENTS YOU NEED TO CONSIDER INCLUDING ON YOUR HOMEPAGE

1. HEADLINE



Within 3 seconds, a website needs to tell visitors what the site has to offer. Keep your headline clear and simple – no fluff.

2. SUB-HEADLINE



Your sub-headline should offer a brief description of what you do/offer.

Zero in on a common pain point for your target audience. Avoid jargon, and don't just talk about yourself.

4. SUPPORTING IMAGE



Most people are visual. Make sure to use an image (or even a short video) that clearly indicates what you offer.

Use images that capture emotion and cause action, and avoid cheesy stock photos.

3. PRIMARY CALLS-TO-ACTION



The goal of your homepage is to compel visitors to dig deeper into your website and move them further down the funnel.

Include 2-3 calls-to-action (CTAs) above the fold that direct people to different stages of the buying cycle.

5. BENEFITS



It's not only important to describe what you do, but also why it matters. Prospects want to know about the benefits of buying from you.

Keep the copy lightweight and easy to read, and speak the language of your customers.

6. SOCIAL PROOF



Social proof is a powerful indicator of trust. Include just a few of your best (short) quotes on the homepage, and link to case studies if applicable.

Adding a name and photo gives these testimonials more credibility.

8. CONTENT OFFER



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

7. NAVIGATION



To decrease bounce rate, give your visitors a clear path into your site from the homepage.

Make sure your navigation is visible at the top of the page, and make it simple and easy to find what they're looking for. Include a search box if you can.

9. SECONDARY CTAS



Secondary calls-to-action (CTAs) should be included to offer additional conversion opportunities for prospects who aren't interested in your primary objective.

While your primary CTAs should be above the fold, place the secondary CTAs below the fold to give visitors things to click on when they scroll down.

10. 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. Again, keep the copy light and easy to read.

12. SUCCESS INDICATORS



In addition to customer success stories, awards and recognitions can also help inspire a good first impression.

11. RESOURCES



Most visitors to your website won't be ready to buy. Make sure you offer a link to a resource centre where they can learn more.

This also helps you establish your credibility as a thought leader in your industry.

SEO: What is it? Why bother? How do you do it?



What is it?

Stuff you need to do to help people find your website on search engines

WHAT DO SEARCH ENGINES TAKE INTO ACCOUNT?



More than just [key]words...



Content quality



Social media links to & from your site



Back links to your site from other sites



Images, videos & alt tags

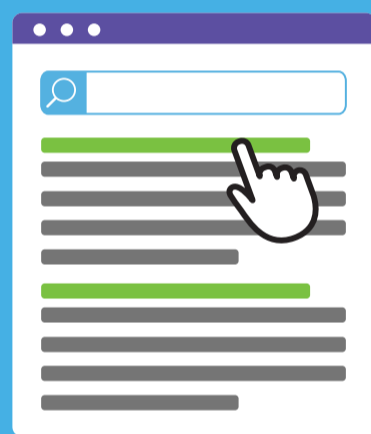


Site security

Why bother?

Get it right and you'll be the first website people choose when presented with a list of many.

Why? Because you'll be **at the top of the list** of course!



10 WAYS TO DO IT

1. GOOGLE KEYWORD PLANNER

Identify keywords to pepper throughout your site.

2. WEBSITE NAME & META DESCRIPTION

Nail them for search engines.

3. INTERNAL LINKS

Build internal links into your copy. It helps with site navigation too!

4. EXTERNAL LINKS

Get other quality sites to link to you, giving you kudos and credibility.

5. TAG IMAGES ON YOUR SITE

This helps search engines associate with certain keywords and subjects. You might get traffic from searches on Google Images too!

6. OPTIMISE ALL YOUR CONTENT

We're talking images, videos & audio, not just text.

7. SECURE YOUR WEBSITE

Purchase an SSL Certificate and put your site into HTTPS mode.

8. DEVELOP BENEFICIAL RELATIONSHIPS

Aim to get your content shared by key influencers, loyal fans and the Press.

9. MAKE YOUR SITE MOBILE-FRIENDLY

Google loves responsive websites. Also a key element for Mobile User Experience.

10. PUBLISH ON OTHER PLATFORMS TO BROADEN YOUR AUDIENCE

Flickr for image galleries, Soundcloud for audio and Slideshare for presentations.

The Juicy Database Growth Worksheet



CURRENT DATABASE STATISTICS		WHICH OF THESE ARE YOU ALREADY USING?		WHICH OF THESE ARE YOU ALREADY USING?	
Number of customers		Events		Content sharing	
Number of prospects		Asking for email addresses		LinkedIn	
Number of in-actives		Using text sign-up		Facebook forms	
% of complete records		QR code		Twitter links	
DATABASE OBJECTIVES		Roving employees		Google+, Youtube, Pinterest	
Number of customers		COULD ANY BE UPDATED TO IMPROVE EFFECTIVENESS?		COULD ANY BE UPDATED TO IMPROVE EFFECTIVENESS?	
Number of prospects		TACTIC	IMPROVEMENT	TACTIC	IMPROVEMENT
% of complete records					
Target date					
YOUR LIST BUILDING TACTICS					
WHICH OF THESE ARE YOU ALREADY USING?					
Home-page opt-in					
Website case studies		WHICH OF THESE ARE YOU ALREADY USING?		WHICH OF THESE ARE YOU ALREADY USING?	
Separate opt-in pages		Guest blogging		PR	
Webinars, Guest blogging, PR		Calendars & listings		Contests & competitions	
Pop-over, modal or heavy window		Joint ventures		Staff opt-ins	
COULD ANY BE UPDATED TO IMPROVE EFFECTIVENESS?		QR code		Traditional marketing	
TACTIC	IMPROVEMENT	Pay-Per-Click		COULD ANY BE UPDATED TO IMPROVE EFFECTIVENESS?	
		COULD ANY BE UPDATED TO IMPROVE EFFECTIVENESS?		TACTIC	IMPROVEMENT
		TACTIC	IMPROVEMENT		

Your NEW Options for Growth

TACTIC	POTENTIAL IMPACT (HIGH, MEDIUM, LOW)	EASE OF IMPLEMENTATION	PRIORITY	LEAD PERSON	RESOURCES & HELP	TARGET DATE
Homepage opt-in						
Website case studies						
Separate opt-in pages						
Webinars						
Pop-over / modal						
Events						
Ask for email addresses						
Using text sign-up						
QR codes						
Roving employees						
Content sharing						
LinkedIn						
Facebook forms						
Twitter links						
Google+ et al						
Guest blogging						
Calendars & listings						
Joint ventures						
Pay-Per-Click						
PR						
Contests & competitions						
Staff opt-ins						
Traditional marketing						