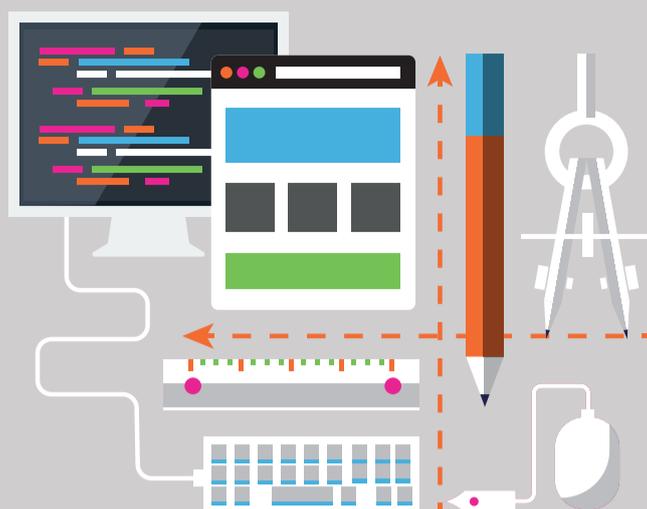


# 12 Key Elements To Consider For Your Homepage

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.