



## Creating Your Website Home Page

1. Plan
  - a. The purpose: Online Sales, Leads, or Come In and See Us.
  - b. On catching the attention of visitors so they don't bounce away.
  - c. For communicating your value to your customers.
  - d. To help your customer solve problems.
  - e. To take the visitor through the stages of
    - i. Awareness of the problem
    - ii. Consideration of your solution
    - iii. Purchasing (shopping cart), or providing the "Lead" (email or text address), or Find Us (map)
2. Pay careful attention to:
  - a. Titles, Sub Titles, and Descriptions.
  - b. Content must be original and informative, give careful attention to using the right words, phrases, and answers: The words your best customers are using to find, use, and value your site.

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*Revised 06/29/21 BL*

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3. Get feedback and opinions. Check and have someone else double-check your grammar and punctuation. Bad English is a sign that the site was created by someone whose native language is not English.
4. Layout: Can your customers quickly find what they are looking for on your pages? Is it:
  - a. Familiar
  - b. Easy
  - c. Organized
  - d. Appealing
  - e. Balanced?
5. Create a strong "Call to Action," to get the result you are looking for such as purchase, register, call, participate, come in ...
6. Consider:
  - a. Company Logo
  - b. Mobile devices
  - c. Everyone is in a hurry
  - d. Your competition

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- e. testimonials
  - f. Trust level indicators plus privacy policy
  - g. Links from and to respected sites
  - h. Page descriptions that are seen in web browsers
7. Select or create a good design:
    - a. Colors, shapes, fonts, contrast, blank space, ...
    - b. Explore and note characteristics on sites you like and templates in web builder sites.
  8. Include your contact information and "Calls to Action" on the homepage and every page.
  9. Keep it fresh and new. Update at least monthly even if minor.
  10. Test and track what words, phrases, and questions work the best for your results=Google Analytics

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