



HOW TO BUILD AN EFFECTIVE HOMEPAGE

The Purpose of a Homepage

1

Let People Know They Are In The Right Place

The first responsibility of a home page is to let the visitor know that they are in the right place - geographic and services or products - and that your company or organization has a solution to the problem that the visitor is having.

2

Be Beautiful So That People Stick Around

We want people to stay on your website once they have arrived. A modern, up-to-date, and easy-to-navigate home page should make people feel comfortable finding out more about your company.

3

Show Off That Your Company Is Up-To-Date

Your homepage should look modern and reflect how your company keeps up with current techniques, services and products. Don't let an outdated design devalue your company or products.

4

Strategically Drive People To Content

Here is your opportunity to drive visitors to the content you think is most important on your website. A well thought-out home page will act as a road map for visitors, but also give you a chance to connect with their pain points and how you solve them.

Build It Last

After you feel how the site behaves on the screen, how you interact with your website, it is only then that you are able to effectively drive people to the content that you would like them to see..

"At TechCare we build homepages last because we think of a homepage like the table of contents. You can't build it until you have written every page of the book."