HOW TO BUILD YOUR HOMEPAGE

A Step-by-Step Guide

1

Think of your Homepage as Rows.

Write down the most important things you would like a visitor to do or see on your website in order of importance. You can have as many "to-do" items as you would like. Each of these items will become its own row, and visitors will scroll down the page and see each row in order.

Note: there is no limit to how many rows you can have or how long your homepage can be. Since the advent of social media, most visitors are used to scrolling down a page.

2

For Each Important Item in Step One, Create a Headline and Pair it with a Purposeful 1-4 Sentence Description and a Button.

Include your specific keywords in each heading and description text. By using keywords in headlines and descriptions, visitors can clearly navigate down the page and understand exactly what your company does while also boosting your SEO. Add a button to each row, directing the visitor to a section of your website. Think of exciting, actionable words to use on each button instead of "Learn More" or "Read More." Get creative!

3

The First Row: Create a STRONG Message for the First Row.

This message should clearly address the main pain points your company solves. Resonate emotionally with the visitor by providing a sense of relief that your company is able to solve their problems. The first row is also a great place to put a video, a form, or an offer.

4

Strong Images to Reinforce Your Messages.

Next to each heading and text, each row can contain a photo or image that reinforces the text in that row. Look for images where the main part of the image is off to the left or right so that we can overlay the headings and text next to the main part of the image and on top of the rest of the image. You can also include illustrations or icons next to each block of text, depending on the styling of your website. TechCare can help you with this part.

Examples of Successful Strong Homepage Messages:

GoDaddy: Create your website or store for free.

Duolingo: Learn a language for free. Forever.

Optinmonster: Convert and Monetize Your Website Traffic.

JuliaClark: Tidy Space. Happy Mind.

Upstate Laundromat: A better place to do your laundry.

Uber: Get in the driver's seat and get paid.

TechCare LLC