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# **Is Your Website Home Page Effective?**

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**12 Key Points Your  
Home Page Must  
Have**

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**Sigrid de Kaste –  
Stickybeak Marketing**

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# **12 Key Points to an Effective Home Page**

## **Self Evaluate your Website Home Page**

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Write out answers to every question in order to effectively evaluate your Home Page

### **1. What is the first thing a visitor sees when your Home Page comes up?**

Write down details:

### **2. Is it immediately clear what you offer?**

Describe offer as it reads:

### **3. Is there an interesting and relevant sign up offer?**

Describe the sign up offer:

#### **4. Is all the most relevant information above the fold?**

(above the fold is everything visible without scrolling down)

#### **5. Are the benefits to your customers clearly explained?**

What benefits do your customers get from your products or services

#### **6. Is it easy to find where more information is?**

What would improve navigation?

#### **7. Is there a clear call to action and easily visible?**

What do you want the viewer to do?

## **8. Are any Social Media Buttons visible?**

Have you signed up on to you relevant Social Media Sites?

## **9. Is there a photo or video of the owner or the team?**

Knowing who one is behind the business creates a relationship with the customer

## **10. Is the text on the page clear, inviting and appealing to the viewers ?**

Text could be improved by:

## **11. Is the page visually inviting?**

Is the right amount of colour, shape and text displayed?

## **12. Is it easy for the viewer to contact you?**

Where are your contact details?

### **Now that you've reviewed your Home Page, do you have Questions?**

[Click Here and Contact](#) Stickybeak Marketing and send in your query or make an appointment to talk to us about your Home Page

Alternatively, Phone Sigrid de Kaste directly on: 0414 626 729