Is Your Website Home Page Effective?

12 Key Points Your Home Page Must Have

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12 Key Points to an Effective Home Page

Self Evaluate your Website Home Page

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

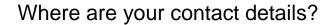
10. Is the text on the page clear, inviting and appealing to the viewers?

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?





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