



# Create and Engaging Homepage Checklist

This worksheet is provided to help you get started with your homepage.



# Table of Contents

- Represent your brand..... 3
- Make your products or services easy to find ..... 3
- Have a direct and clear message..... 3
- Have clear paths of engagement and call to action..... 4
- Use your imagery ..... 4
- Use customer reviews..... 4
- Don't forget your footer..... 5
- Establish consistent elements ..... 5

## Represent your brand

Ensure that your homepage represents your brand.

- ✓ Your logo is prominent and easy to see.
- ✓ Your brand colors are used throughout the homepage.
- ✓ Your brand fonts are used throughout the homepage.
- ✓ Your brand design elements are used throughout the homepage.
- ✓ Images that represent your brand are used throughout the homepage.

## Make your products or services easy to find

Ensure that customers can find your products or services easily on your homepage.

- ✓ List top services or products predominantly on your homepage.
- ✓ Have easy to click links that take customers to additional information about the product or service.
- ✓ Don't list all your products or services to ensure that the page is not overwhelming to the user choose your top 3-4.
- ✓ Have a link to all your products or services.
- ✓ Ensure that your products and services are properly named to help ensure your homepage ranks well with search engines. Use descriptions when appropriate.

## Have a direct and clear message

Ensure your homepage communicates clearly and directly.

- ✓ Know what message you want to provide to the customer.
- ✓ Make sure that customers can quickly identify what that is.
- ✓ If that message is services or products make sure that it is clearly understandable of what those services or products are.

## Have clear paths of engagement and call to action

Make sure the customer knows what you want them to do.

- ✓ Make sure that the customer knows what the next step is after they reach your homepage.
- ✓ Have specific call to action such as “Buy Now”, “Learn More”, “Schedule Today”.
- ✓ Don't be afraid to use modals to encourage purchases during sales, sign up for newsletters, texts or promotions.

## Use your imagery

Be genuine through your own pictures.

- ✓ Create your own imagery
- ✓ Take lots of images with different framing
- ✓ If an image does not work take another
- ✓ Represent your brand
- ✓ Use images that connect with your customer
- ✓ Use images that help customers connect with you

## Use customer reviews

Build trust through others.

- ✓ Select reviews that help you connect with your customers and have substance
- ✓ Add reviews often
- ✓ Use a review tool like Birdeye (Ask us about it) to gather reviews and automatically aggregate them on your homepage

## Don't forget your footer

You can have a lot of great information for search engines and customers in the footer.

- ✓ Include information about your company (about us snippet) with focus keywords
- ✓ Include you logo
- ✓ Include location, contact information and hours of operation
- ✓ Include maps or directions
- ✓ Include key navigation, products or services

## Establish consistent elements

Help users recognize your brand, navigate your site and quickly identify products or services.

- ✓ Use consistent colors
- ✓ Use consistent fonts
- ✓ Use consistent design elements
- ✓ Use consistent imagery
- ✓ Use icons, images or design elements that allow users to easily identify products, services, or content visually