

Homepage Wonderland

Your 4 x 4 x 4 checklist

4 main objectives

- Let them know they've landed in the right place
HOW?
Answer 'What's in it for me' (WIIFM)..... ☐
- Capture their email address
HOW?
~~Newsletter~~ Tipsheet signup with incentive ☐
- Tell them where to go next
HOW?
Strong, clear, visual calls-to-action ☐
- Filter out unwanted clients
HOW?
Express your unique brand/personality..... ☐

4 words to avoid

- Don't say "Welcome to my website". Do make your main H1 heading keyword-rich (for search engines) and/or answer WIIFM (for human beings) ☐

4 elements you need

- Take away the risk
HOW?
Use professional association logos, offer a free taster, and/or include a money-back guarantee..... ☐
- Provide short-cuts to decision-making
HOW?
Display star ratings, client list/logos, testimonials and/or case studies ☐
- Keep your content fresh
HOW?
Incorporate your blog, news, Twitter and/or Facebook updates ☐
- Use video
HOW?
Upload your videos to YouTube/Vimeo, click share/ embed and copy/paste the code into your website ☐