SM WEB DEVELOPMENT

BUILDING THE PERFECT HOMEPAGE CHECKLIST

You walk into Blank Apparel and ask the nearest employee "Hey, I was really interested in checking out a cardigan. Where can I find them?" . They look at you with judgmental eyes and says "We are Blank Apparel. Established in 1995, we take pride in bringing you the best in quality and service."

"That's fantastic. Where can I find your cardigans?" They stare at you blankly and say "We are Blank Apparel. Established in…."
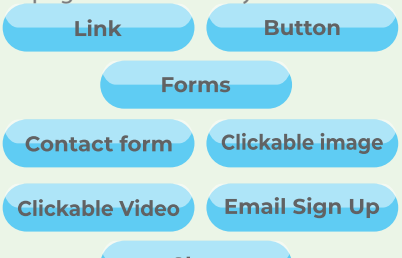
Frustrating isn't it. You'd calmly turn around and walk out of there never to go back. You'd never train your salespeople this way so why do so many people build their website this way. Their story is front and center with no links or so many links that you have no idea where to go or where to find what you're looking for.

This checklist will help you build a functional website homepage that will easily lead your visitors toward where they want to be. Even if that is the cardigan section.

PLANNING

- ☐ I have a clear goal for what I want my website to achieve.
- ☐ I have talked to some of my audience, clients and visitors and I have a good idea about what they will be looking for on my site.
- ☐ I have client testimonials or am planning on getting some as soon as possible.
- ☐ I have write-ups clearly describing my services or products even if I am a new customer with no idea about what you do.
- ☐ My write-ups are written more about the benefits of my product or service and not about its features.
- ☐ I have lots of personalized pictures or access to lots of professional-looking abstract and product/service orientated images.

BUILDING THE HOMEPAGE:

- ☐ I have a clear Call To Action Above the fold on my website. Above the fold is the area that your visitors will see as soon as they load the page.
- ☐ My above the fold space is minimalistic keeping the focus on my call to action.
- ☐ My navigation bar only has 3 - 8 links direct links maximum. If I really need more to make navigation easy, I've built out sub-menus, a mega menu or something similar.
- ☐ I have multiple Calls To Action throughout the page of different styles:

Link	Button
Forms	
Contact form	Clickable image
Clickable Video	Email Sign Up
Chat	
Click to Call	Click to Email

- ☐ If I have them available, I have client testimonials as social proof on my page.
- ☐ The page has Calls To Action early in the page to my goal action and to the resources my audience/clients say are the most useful on my site.
- ☐ I have a link to my blog.
- ☐ My content flows through my services/products or different benefits of my service/product as you scroll through the page.
- ☐ My page has lots of space and images between and within sections to break up text. There are no overwhelming walls of text.
- ☐ I've tested my page on mobile and other devices to make sure it looks good no matter what my visitors are using to view it.
- ☐ I've installed and setup Google analytics on my website so I know where my visitors are spending their time on my site.

GLOSSARY:

CTA (Call to Action): This is a link, button, contact form or something else that requires a visitor to take an action on your site.

Above the Fold: When you first load a website this is the space that is in your browser window when the site first loads.

Sub-menu: When you hover over a navigation link and a pull-down shows up.

Mega Menu: Ever been to a page and hover over a navigation link to have a larger menu open up with clear categories? This is a Mega Menu. Check out nike.ca for a good example.

RESOURCES:

Website Responsive Design Checker -
http://responsivedesignchecker.com/

Using Chrome Developers Tools -
https://www.atlantic.net/cloud-hosting/how-to-test-responsive-design-device
-mode-chrome-developer-tools/

Call to Action Examples -
https://www.impactbnd.com/blog/examples-of-calls-to-action-for-lead-gener
ation

Mega Menu: Ever been to a page and hover over a navigation   link to have a larger menu open up with clear categories? This is a Mega Menu. Check out nike.ca for a good example.

Reach out and learn more at support@smwebdev.com.

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