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you. These eight items should be on your home page for best results:

Mar. 25, 2017



Here's a quick checklist to make sure your website's homepage is working hard for you. These eight items should be on your home page for best results:

1. Logo

Yes, this one's obvious. Your logo (and it can simply be a text logo) should appear in

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If your company name doesn't describe what you offer — if you could be mistaken for a law firm — then a tagline can clear up any ambiguity. Make sure your visitor knows what you do in the first few seconds; otherwise they won't stick around to research your site.

I also like to add a geo tagline to sites I am hired to build. This helps the reader understand where you are based. Something like “Serving small businesses in the DFW Metroplex” will suffice. If you are located in the Northeast, I know this is a bit harder to do. You can list your county or the states you serve. If you serve clients nationally, I still recommend a geo line like this: “Serving clients in Atlanta, GA and throughout the U.S.”

3. Opt-in

If visitors like what they see, but aren't ready to call you, don't lose them forever. Offer a free report and add them to your email list by providing an opt-in form that's linked to your list management system.

4. Contact info

This might be another no-brainer, but make sure your visitor doesn't have to search far. If you want calls, post your phone number in large font at the top right corner of your home page (and all pages). Repeat it again in the footer and on a contact page that has your main phone, email, and office address at the top of the page. Too many sites list only a contact form on the contact page and that's a mistake.

If you are solo, work from home, and don't want to list your home address, get a P.O. box so that your firm doesn't look like a fly-by-night operation.

5. Headline

Your headline on your home page might be the most important component of your

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privacy policy links, to name a few. The most important of these should be on your home page, and the rest of these should be on your bio and staff pages. These are things that distinguish you from other firms; they will help to de-commoditize your firm.

7. Copy

The copy that you add to your home page should describe the types of problems your firm can solve for their clients and show your expertise. Include credibility builders described above to show you're the best solution.

8. Calls to action

Calls to action help you gently nudge the visitor to the action you want them to take. Do you want them to call you? Make your phone number prominent. Do you want them to schedule a free consult with you? Include a scheduling button that links to automated scheduling software. Do you want them to sign up for your newsletter? Add an opt-in box.

How did your homepage fare against our eight-item checklist? If you have six or more, congratulate yourself. If you have four or fewer, it might be time to take steps to make your homepage more effective.

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