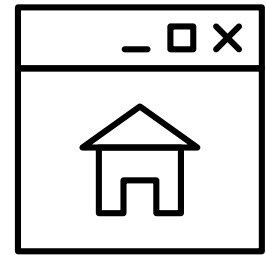# 12 Critical Elements Every Website Homepage Must Have

1

Headline

Within 3 seconds, a website needs to tell visitors what the site has to offer. Keep your headline clear and simple- no fluff.

Sub-Headline

2

Your sub-headline should offer a brief description of what you do/offer. Zero in on a common pain point for your target audience. Avoid jargon, and don't just talk about yourself.

3

Primary Calls-to-Action

The goal of your home page is to compel visitors to dig deeper into your website and move them further down the funnel. Include 2-3 calls-to-action (CTAs) above the fold that direct people to different stages of the buying cycle.

BUY NOW

Supporting Image

4
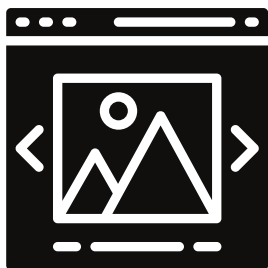
Most people are visual. Make sure to use an image (or even a short video) that clearly indicates what you offer. Use images that capture emotion and cause action, and avoid cheesy stock photos.

5

Benefits

It's not only important to describe what you do, but also why it matters. Prospects want to know about the benefits of buying from you. Keep the copy lightweight and easy to read, and speak the language of your customers

Social Proof

6
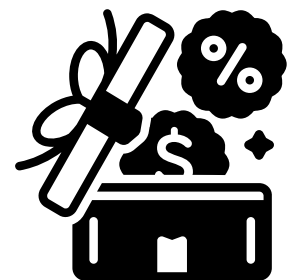
Social proof is a powerful indicator of trust. Include just a few of your best (short) quotes on the homepage, and link to case studies if applicable. Adding a name and photo gives these testimonials more credibility.

12 Critical Elements Every Website Homepage Must Have

PURPLE COW BRANDING
Much more than digital marketing.

7 ## Navigation
To decrease bounce rate, give your visitors a clear path into your site from the home page. Make sure your navigation is visible at the top of each page, and make it simple.

DOWNLOAD

Content Offer **8**
To generate even more leads from your homepage, feature a really great content offer, such as a whitepaper, ebook, or guide.

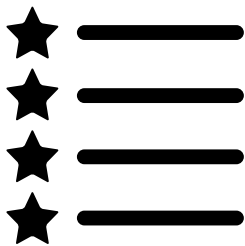**9** ## Secondary Calls-to-Action
Secondary CTAs should be included to offer additional conversion opportunities for prospects who aren't interested in your primary objective. Secondary CTAs should be below the fold to give visitors things to click on as they scroll.

SIGN UP NOW

Features **10**
In addition to benefits, list some of your key features. This gives people more of an understanding of what's provided by your products and services. Again, keep the copy light and easy to read.
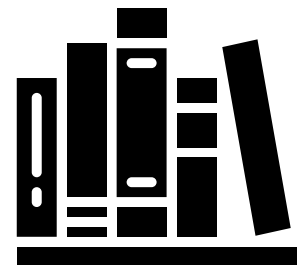
11 ## Resources
Most visitors to your website won't be ready to buy. Make sure you offer a link to a resource center where they can learn more. This also helps you establish your credibility as a thought leader in your industry.

Success Indicators **12**
In addition to customer success stories, awards and recognitions can also help inspire a good first impression.