



Checklist #1: 27 things your website should have on its homepage

Your website is crucial to your online presence, and the homepage will probably be visited more than any other. Our increasingly short attention spans mean that it is more important than ever for your homepage to be as effective as possible in turning visitors into enquirers.

A clear, and intuitive navigation

Our attention span is getting shorter; according to Microsoft, it's down to eight seconds. That means you need to make it as easy as possible for your website visitor to find what they need, and fast! Only include the most important pages in your navigation and avoid unusual, faddy, navigation styles which your target audience may not understand.



Space

1

2

5

A cluttered, busy, website will put your visitor off. A sense of space, coupled with foolproof navigation and relevant images, will put them at ease as well as help them find what they are looking for.



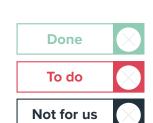
An explanation of what you do, and who you do it for 3

Quickly make it obvious the types of clients you work with. That'll make it easier for your visitor to find the information they need.

Not for us	
To do	
Done	

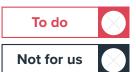
Content

Content is king. If you have engaging content on your homepage, whether that be video, text, imagery or even audio, it engages your audience, as well as keeping Google happy, which means including at least 300 words of text. Read more)



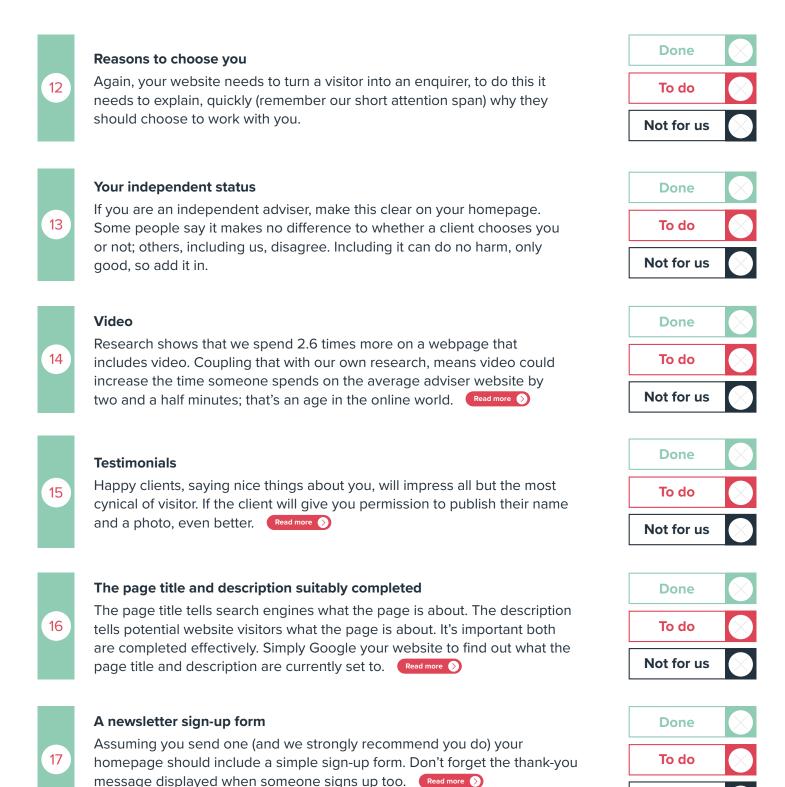
High quality images

Stock images have a bad name, but well-chosen imagery, which resonates with the visitor works well. Choose carefully though, and never include an image which you can't explain why you chose it. Consider including professionally shot images of you and your team; people buy people.

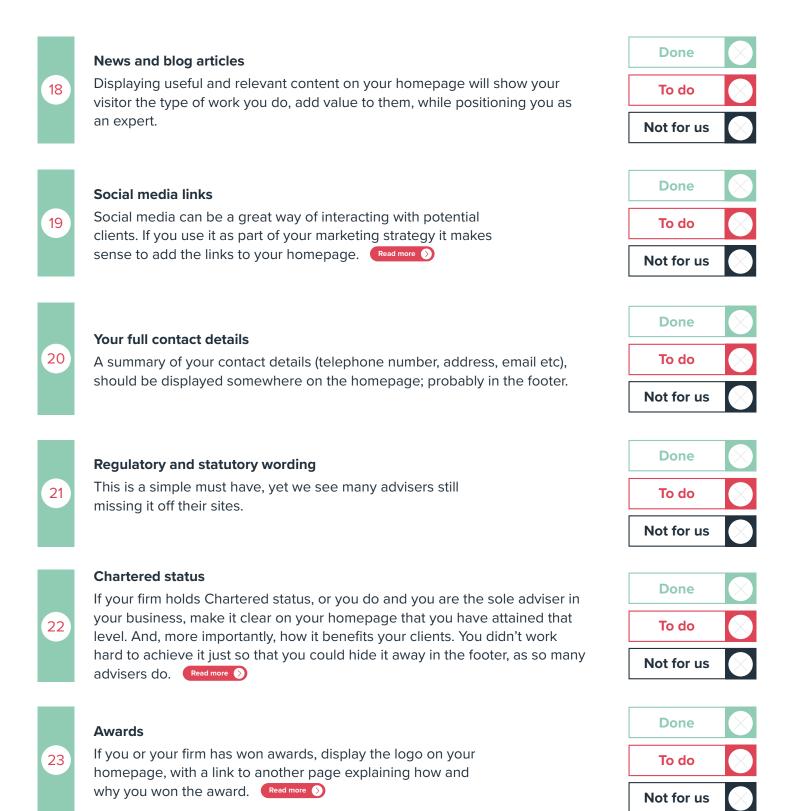


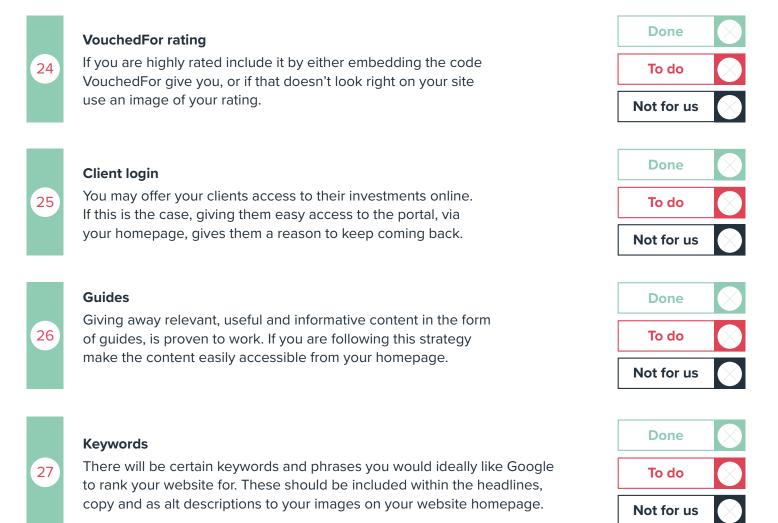
Done





Not for us





How did you do?

If you've got more boxes ticked for 'done' than 'need to do' then congratulations. Your homepage will no doubt be a great place for your audience to be.

If you have the odd 'need to do' ticked that you'd like to talk about, then we'd be happy to help out. You can reach us by calling 0115 815 7770 or emailing hi@thevardstickagency.co.uk

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