



# 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 spans are 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 that your target audience may not understand.





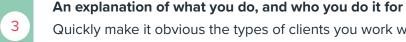
1

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.



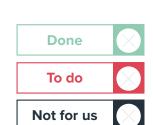


Quickly make it obvious the types of clients you work with. That'll make it easier for your visitor to find the information they need.

Done	
To do	
Not for us	

#### Content

Content is king. If you have engaging content on your homepage, whether that be video, text, imagery or audio, it will engage your audience. You need to keep Google happy too, which means including at least 300 words of text.

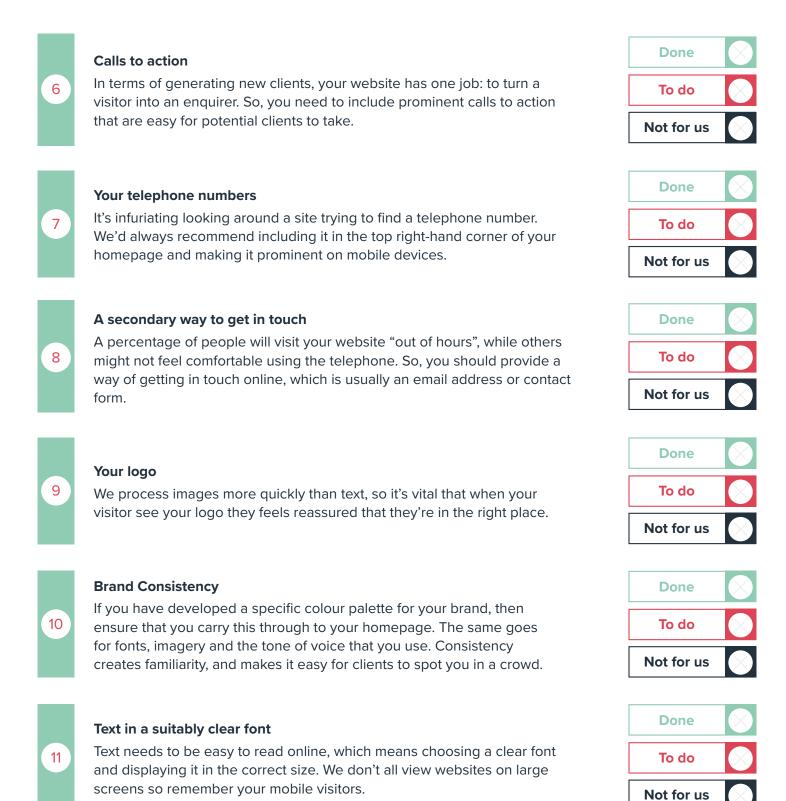


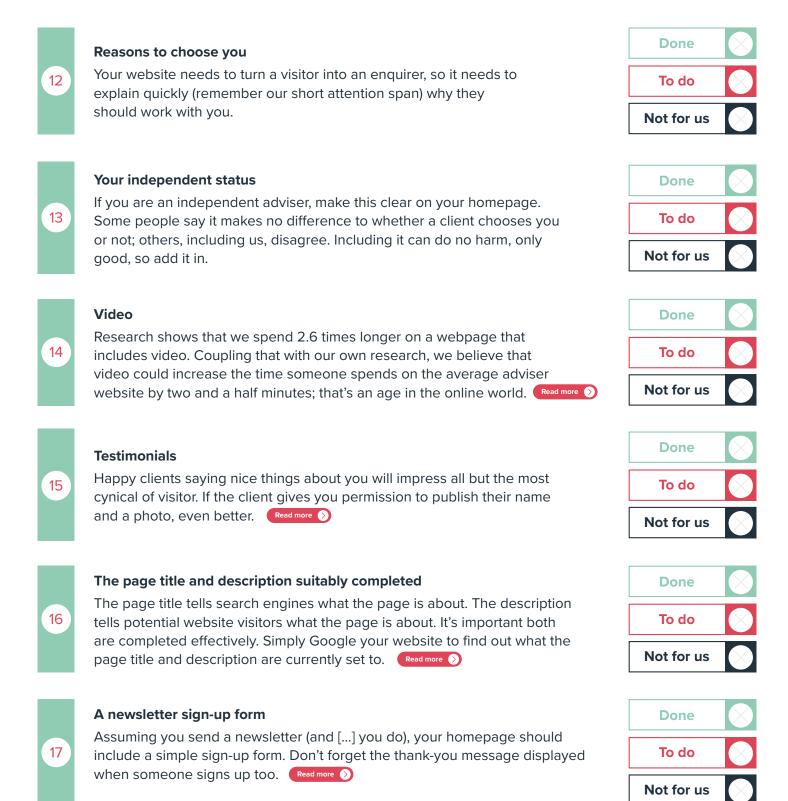
### **High quality images**

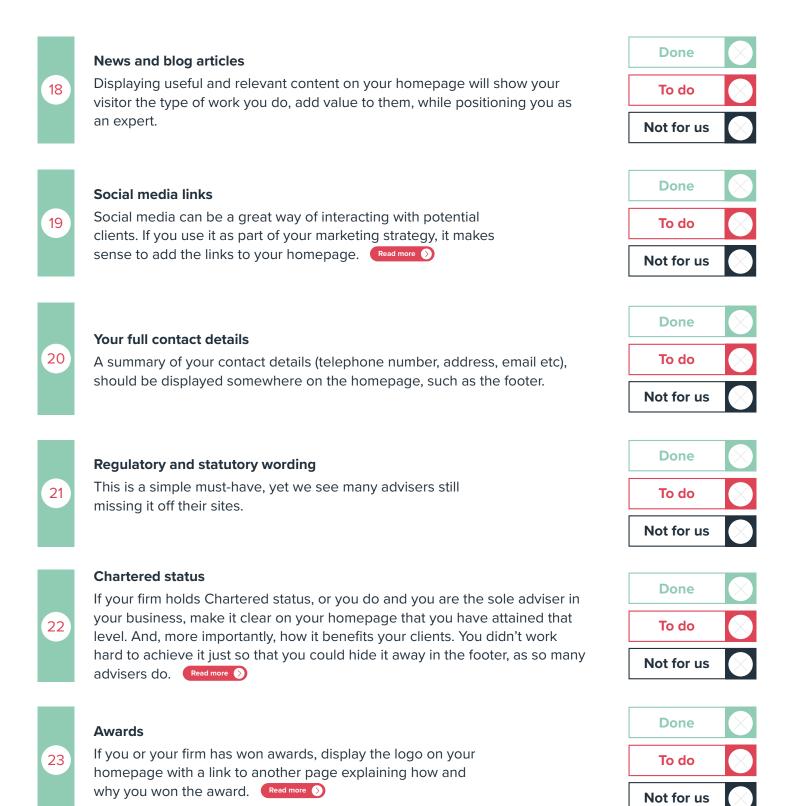
Stock images have a bad name, but well-chosen imagery that resonates with the visitor works well. Choose carefully though, and never include an image whose choice you cannot explain. Consider including professionally shot images of you and your team; people buy from people.



Done







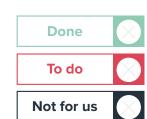
**VouchedFor rating** 24 If you are highly rated, embed it on your website using the

code VouchedFor gives you or use an image of your rating. Not for us Done **Client login** 

You may offer your clients access to their investments 25 online. If so, offering them easy access to the portal via your homepage gives them...

**Guides** Giving away relevant, useful and informative content in the form 26 of guides is proven to work. If you are following this strategy, make the content easily accessible from your homepage.

**Keywords** There will be certain keywords and phrases you would ideally like Google 27 to rank your website for. These should be included within the headlines, copy and as alt descriptions to your images on your website homepage.



Done

To do

To do

Not for us

Done

To do

Not for us

### How did you do?

- **\** 0115 8965 300
- www.theyardstickagency.co.uk
- The Yardstick Agency, 3<sup>rd</sup> Floor. 3-7 Middle Pavement Nottingham, NG1 7DX

