



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.

1

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.

| | |
|------------|--------------------------|
| Done | <input type="checkbox"/> |
| To do | <input type="checkbox"/> |
| Not for us | <input type="checkbox"/> |

2

Space

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.

| | |
|------------|--------------------------|
| Done | <input type="checkbox"/> |
| To do | <input type="checkbox"/> |
| Not for us | <input type="checkbox"/> |

3

An explanation of what you do, and who you do it 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 | <input type="checkbox"/> |
| To do | <input type="checkbox"/> |
| Not for us | <input type="checkbox"/> |

4

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. [Read more](#)

| | |
|------------|--------------------------|
| Done | <input type="checkbox"/> |
| To do | <input type="checkbox"/> |
| Not for us | <input type="checkbox"/> |

5

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. [Read more](#)

| | |
|------------|--------------------------|
| Done | <input type="checkbox"/> |
| To do | <input type="checkbox"/> |
| Not for us | <input type="checkbox"/> |

6

Calls to action

In terms of generating new clients, your website has one job: to turn a visitor into an enquirer. So, you need to include prominent calls to action that are easy for potential clients to take.

Done



To do



Not for us



7

Your telephone numbers

It's infuriating looking around a site trying to find a telephone number. We'd always recommend including it in the top right-hand corner of your homepage and making it prominent on mobile devices.

Done



To do



Not for us



8

A secondary way to get in touch

A percentage of people will visit your website "out of hours", while others might not feel comfortable using the telephone. So, you should provide a way of getting in touch online, which is usually an email address or contact form.

Done



To do



Not for us



9

Your logo

We process images more quickly than text, so it's vital that when your visitor see your logo they feels reassured that they're in the right place.

Done



To do



Not for us



10

Brand Consistency

If you have developed a specific colour palette for your brand, then ensure that you carry this through to your homepage. The same goes for fonts, imagery and the tone of voice that you use. Consistency creates familiarity, and makes it easy for clients to spot you in a crowd.

Done



To do



Not for us



11

Text in a suitably clear font

Text needs to be easy to read online, which means choosing a clear font and displaying it in the correct size. We don't all view websites on large screens so remember your mobile visitors.

Done



To do



Not for us



12

Reasons to choose you

Your website needs to turn a visitor into an enquirer, so it needs to explain quickly (remember our short attention span) why they should work with you.

Done



To do



Not for us



13

Your independent status

If you are an independent adviser, make this clear on your homepage. Some people say it makes no difference to whether a client chooses you or not; others, including us, disagree. Including it can do no harm, only good, so add it in.

Done



To do



Not for us



14

Video

Research shows that we spend 2.6 times longer on a webpage that includes video. Coupling that with our own research, we believe that video could increase the time someone spends on the average adviser website by two and a half minutes; that's an age in the online world.

[Read more](#)

Done



To do



Not for us



15

Testimonials

Happy clients saying nice things about you will impress all but the most cynical of visitor. If the client gives you permission to publish their name and a photo, even better.

[Read more](#)

Done



To do



Not for us



16

The page title and description suitably completed

The page title tells search engines what the page is about. The description tells potential website visitors what the page is about. It's important both are completed effectively. Simply Google your website to find out what the page title and description are currently set to.

[Read more](#)

Done



To do



Not for us



17

A newsletter sign-up form

Assuming you send a newsletter (and [...] you do), your homepage should include a simple sign-up form. Don't forget the thank-you message displayed when someone signs up too.

[Read more](#)

Done



To do



Not for us



18

News and blog articles

Displaying useful and relevant content on your homepage will show your visitor the type of work you do, add value to them, while positioning you as an expert.

Done



To do



Not for us



19

Social media links

Social media can be a great way of interacting with potential clients. If you use it as part of your marketing strategy, it makes sense to add the links to your homepage. [Read more](#)

Done



To do



Not for us



20

Your full contact details

A summary of your contact details (telephone number, address, email etc), should be displayed somewhere on the homepage, such as the footer.

Done



To do



Not for us



21

Regulatory and statutory wording

This is a simple must-have, yet we see many advisers still missing it off their sites.

Done



To do



Not for us



22

Chartered status

If your firm holds Chartered status, or you do and you are the sole adviser in your business, make it clear on your homepage that you have attained that level. And, more importantly, how it benefits your clients. You didn't work hard to achieve it just so that you could hide it away in the footer, as so many advisers do. [Read more](#)

Done



To do



Not for us



23

Awards

If you or your firm has won awards, display the logo on your homepage with a link to another page explaining how and why you won the award. [Read more](#)

Done



To do



Not for us



24

VouchedFor rating

If you are highly rated, embed it on your website using the code VouchedFor gives you or use an image of your rating.

Done



To do



Not for us



25

Client login

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

Done



To do



Not for us



26

Guides

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

Done



To do



Not for us



27

Keywords

There will be certain keywords and phrases you would ideally like Google 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



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 8965 300 or emailing hi@theyardstickagency.co.uk

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