



## 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 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.

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 even audio, it engages your audience, as well as keeping Google happy, 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, 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. [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. You therefore need to include prominent calls to action, which are easy to take.

Done



To do



Not for us



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### **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



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### **A secondary way to get in touch**

A percentage of people will visit your website 'out of hours', others might not feel comfortable using the telephone. You should therefore provide a way of getting in touch online; usually an email address or contact form.

Done



To do



Not for us



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### **Your logo**

We process images more quickly than text, it's vital therefore that your visitor feels orientated by seeing your logo.

Done



To do



Not for us



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### **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



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### **Text in a suitably clear font**

Text needs to be easy to read online, that 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



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### Reasons to choose you

Again, your website needs to turn a visitor into an enquirer, to do this it needs to explain, quickly (remember our short attention span) why they should choose to work with you.

Done



To do



Not for us



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### 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



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### Video

Research shows that we spend 2.6 times more on a webpage that includes video. Coupling that with our own research, means 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



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### Testimonials

Happy clients, saying nice things about you, will impress all but the most cynical of visitor. If the client will give you permission to publish their name and a photo, even better. [Read more](#)

Done



To do



Not for us



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### 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



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### A newsletter sign-up form

Assuming you send one (and we strongly recommend 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



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### 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



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### Your full contact details

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

Done



To do



Not for us



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### 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



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### 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



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### 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 include it by either embedding the code VouchedFor give you, or if that doesn't look right on your site 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 this is the case, giving them easy access to the portal, via your homepage, gives them a reason to keep coming back.

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



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### 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 815 7770 or emailing [hi@theyardstickagency.co.uk](mailto:hi@theyardstickagency.co.uk)

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