



## FiddleFace Design

### Your Home Page Content and Design

**Content Writing** for a website home page is an important task, one that should be taken seriously. Your home page is the first page of the rest of your website - it is an introduction to your website and gives a preview of what lies ahead. Every important section as well as all other web pages on the site link back to this all important page. IDENTIFY YOUR KEYWORDS BEFORE YOU BEGIN WRITING.

**Your home page is 50%** of the battle in optimizing your site. Your logo should be up front and announce your identity. Visitors scan starting at top left, across center to right, then returns left-ward, crossing center again as they move down

Basically, the homepage should answer the questions 'what is this,' 'what do they have here,' 'what can i do here,' and 'why should i be here' and also the bigger question of "Where do I start" -- that is, where do i go to find what i want to find.. (*Don't Make Me Think* - Steve Krug)

### Communicate your unique strengths

1. **Say More With Less: Home page content should be concise.** The home page content should create a positive impact on the readers quickly and effectively. It should communicate and demonstrate your unique selling points immediately and clearly.
2. **Impress and attract with attention grabbing content on the home page.** Considering the fact that most of your website visitors reach your website through a Google Search, the content on your website home page should be such that grabs the reader's attention and holds them to the site.
3. **Provide as much information as possible – start with key information,** then provide enough content so that your visitors will sense that you know what you are talking about. Expertise builds trust. Plus, search engines love content.

### Appeal to your audience

4. **Your Homepage lets your visitors know they are in the right place,** communicates your unique value proposition and engages your visitors to get them moving deeper into your site (start to momentum)
5. **Virtually every visitor** will come back to your home page to reorient themselves; the more time visitors spend on your site, the more likely they are to buy
6. **Your homepage should NOT be a complete snapshot** of everything you have on your site but should present information that keeps your visitors focused on what is important and allows them to quickly figure out if you have what they want.
7. **Emphasize what your site offers** that's of value to users and how your services differ from those of key competitors by explicitly stating what they offer users.



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8. **Include a tag line that explicitly summarizes what the site or company does.** Under each header add a tag line in plain-text format in the content area where people will actually see it. Capture the essence of your company in a tagline or similar header text on every page.

#### Appeal to search engines

9. **Add a few keywords in** a short paragraph saturated with keywords that gives your viewer a quick idea of what your site has to offer and helps to increase your search engine visibility. If the audience that visits your website is instantly interested, your conversion rate of prospects into customers is likely to be higher.
10. **Provides reasons to drive further** into the site with links to internal pages and clear definitions of what your business covers.

#### Addresses your targeted customers (personas)

11. **Identifies your target personas answering the questions:**
  - a. Who are you trying to persuade
  - b. What information does that person need to be persuaded?
  - c. What language most effectively negates them and motivates them further?
12. **Answers demographics** (attributes), Psychographics (what they do psychologically as part of buying process ) and Topographics (how do these mesh with similar selling processes within your industry?)

#### Identify actions and make them easy

13. **Home Page should have text links to important pages on your website.** When writing, content should include words that will drive a user into the site. We have [services.](#), etc.
14. **Actions for visitors.** Do you want visitors to contact you? Fill out a form? Sign up for a newsletter? Make a purchase? Get clear on what your target actions are and make it very easy for people to complete them.

#### SEO for the homepage

15. **Write your content** using keywords, that is, your keywords should be used in the first of your paragraphs, your headlines, your unique page title and meta descriptions
16. **Create 'alt' text for your images:** alt text is primarily for visually impaired but that includes the robots and so use keywords where it makes logical sense.
17. **Provide links** to your internal content! A link-rich homepage makes Google happy.



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#### Home Page Wireframe

A wireframe (page content) must answer three critical questions

1. What personas (specific examples of visitors) need to be persuaded?
2. What actions (including navigation) do they need to take?
3. What information do they require to take that action?

The illustration below identifies all the elements that need to be included on the home page for optimal visitor experience and SEO. Positions are only references.

The wireframe shows a layout with the following elements:

- 1:** Navigation menu (Home | Contact | FAQs) and search bar.
- 2:** Large central area for "Site Identity and Mission".
- 3:** "Where to Start" section with two entries.
- 4:** "What the site offers" section with a paragraph and a link.
- 5:** "How to find offerings" section with a "Project Title", a paragraph, and two links.
- 6:** "Teases" section with a paragraph.
- 7:** "Special Offers" section with a paragraph.
- 8:** Footer containing "Link | Link | Link | Link", "© 2007 Some Corporation. | Privacy Statement", and "top of page".

1. Logo, navigation, search

2. Site Identity and Mission: What the site this is and what it's for, and why should you be here (and not at some other site)

Site Hierarchy: Overview of what site has to offer: both content (What can I find here) and features (What can I do here)

3. Show me where to start

Show me: Make it obvious to get whatever you want

4. Whatever the site offers that you might not be looking for

5. Timely Content: Some content that gets updated frequently

Shortcuts: most requested information links

6. Teases: Enticements with hints of the good stuff inside; Content promos spotlight newest, best, or most popular; Feature promos invite you to explore additional or try out features

7. Timely Deals

8. Establish trust and credibility

Content Reference: *Don't Make Me Think* by Steve Krug