



First Impressions Matter:
**How to Make Your
Homepage Work for You**

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Business owners and marketing directors generate leads and sales to ensure business success. The homepage—the first impression—is therefore critical. Our research team has put tremendous effort into determining how to make your website a fundamental “member” of your sales team.

From this valuable ebook you will learn:

- *How to create attention grabbing headlines*
- *How to make navigation easy*
- *The importance of supporting subheadlines*
- *To include benefits that focus on positive elements*
- *How proof of success of your company with customer reviews will get visitors interested in your business*
- *The importance of testimonials and awards*
- *How to optimize your site for mobile access*

This powerful ebook provides crucial advice and instructions on how to construct your site to guarantee the success of your company.

Best regards,

Ben Nguyen & Cyber Fision team

INTRODUCTION

Whether a visitor engages with your business online or if they use your services, purchase a product, or schedule an appointment, is all heavily dependent on the impression they get from your homepage. A good homepage is like a warm “how are you?,” a firm handshake, and good eye contact. A majority of people visiting your site will only see your page once, so it’s critical to make that first impression count.

How do you make an impression that keeps visitors on your page long enough to educate them on your services so they can convert that information into customers? There’s no silver bullet, but there are definite steps towards improving the results from that first touchpoint that potential customers have with your business.

HEADLINE

Don’t make them guess: The first thing your website needs to communicate to visitors is what your business can offer their business. How do you select the right words to communicate—very briefly—what you can do for them? Speak simply and avoid jargon, and if you’re struggling, try this exercise.



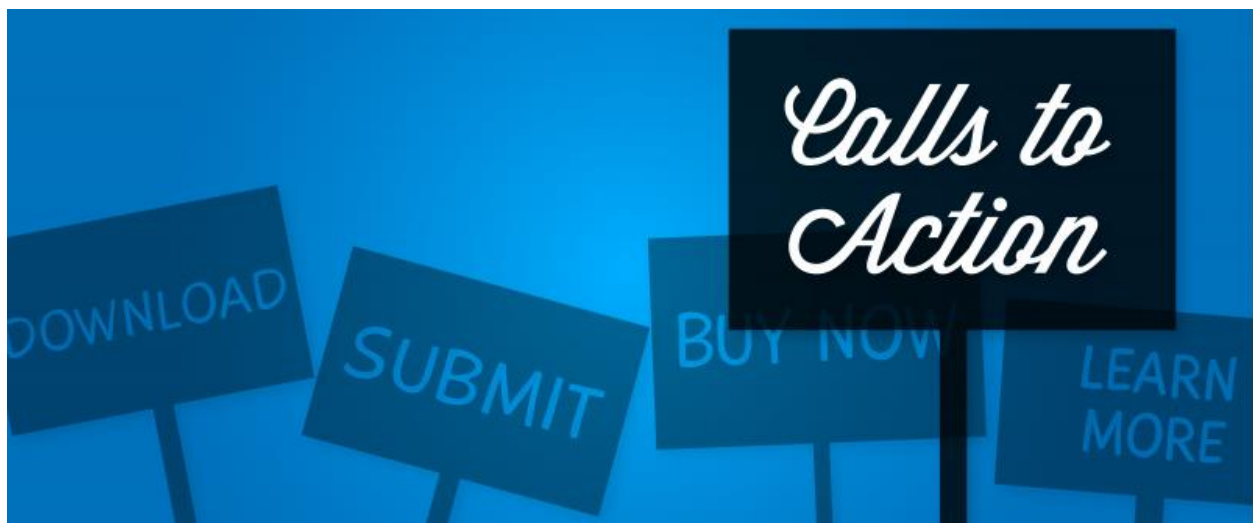
The Pareto Principle states that 20% of your customers will be responsible for 80% of your business’s revenue. For that 20%, what is the greatest value that your business provides? What do you offer these customers that surpasses competition?

SUB-HEADLINE

If Star Wars is the headline, then “A Long Time Ago, in a Galaxy Far, Far Away...” is the sub-headline. It offers a supplemental description that helps the audience quickly understand the product. When writing the sub-headline for your site, focus on what makes your solution to pain points different and preferable — is it convenience, speed, and/or cost?

CALL-TO-ACTION (CTA)

Meeting a prospect in person should serve to move them through the sales funnel; they’re already interested in your service or product, and meeting is a way to help them find the one that best fits their situation. Your homepage needs to operate on the same principle. The way to move the process forward is by offering the prospective client options that speak to their progress in the sales process. These include “sign up now,” “request a consultation,” and “try it for free.” Each speak to a different stage of the sales process.



Two design considerations for your CTAs:

- Use color that contrasts with your main page colors to make them stand out.
- Consider about how they will display on mobile devices; don't make them too small, and don't place them too close to other clickable elements.

SUPPORTING IMAGE

Use images or short videos to illustrate what you offer. All research on user interactions with websites indicate that images relevant to the content increase user engagement. Pick high-quality images that communicate clearly the value of the product or service, and be sure to fill in the image ALT tags; this contributes to better search ranking for your page.

So your page loads quickly on mobile devices, use a tool like [TinyPNG](#) to compress the images before adding them to your site.

BENEFITS

Coca-Cola has one of the most powerful benefit statements in the world. A Coke quenches thirst the same way a Pepsi does, but the difference is that with a Coke, you “Open Happiness.” Belief in that benefit has kept Coke the winner of the cola wars.

Your sub-headline speaks to pain points you can help them avoid. Benefits should focus on the positive elements you can help customers experience, e.g., peace of mind, creating new knowledge/memories, or prestige.

SOCIAL PROOF

Who's currently using your product or service? Nothing builds prospect confidence like testimonials from other satisfied customers. Whatever value propositions you make about your product or service, client testimonials with a name and photos or links to case studies add tremendous credibility to your claim. Customer reviews are great for product or service pages, but for the homepage, limit it to a few short blurbs about customer experience with your business.



Think back to the 20% in the Pareto Principle; reach out to those customers and ask them if they would be willing to share their experience with your business.

NAVIGATION

The unfortunate reality is that many visitors to your site will only ever see your homepage before moving on. Offering visitors a clear navigation menu that makes it simple to access the information relevant to their requirements is one way to maximize the chance they'll explore beyond your homepage. This is not

an element with which to be creative. Keep it at the top of the page, organized by hierarchy, and then test it with users who haven't seen the new site. This feedback will give you a good indicator of the site's intuitiveness. The most effective navigation bar isn't innovative, simply elegant and functional.

CONTENT OFFER

This ties back to the CTA. Visitors may not be ready to buy, or even to request more information, but downloading a free whitepaper, ebook, or guide is non-committal. Even if they don't engage with your business again after downloading the resource, you still have important data about what topics are of interest to your visitors. As a consequence, content offers should each have a slightly different focus.

SUCCESS INDICATORS





If your business has won awards or recognition, let visitors know about your accomplishments. Have you worked with other companies, or have your products/services been featured in a respected publication? These are more formal forms of social validation, and having both on your page will contribute significantly to building trust with visitors.

MOBILE

Last, but certainly not least, keep in mind that 2017 is the year that—by all indications—mobile web traffic will surpass desktop web traffic. Websites that are optimized for mobile viewing rank better in search results, and they also have lower bounce rates than sites which are not optimized. We've mentioned considerations for CTAs and images, but also pay special attention font/display of headlines, sub-headlines, and body text.

- The End -

At Cyber Fision, we have worked with hundreds of businesses and we know exactly how to maximize your return on investment on your internet presence.

Our team of marketing professionals, social media managers, engineers and SEO experts is here to increase the visibility of your website, capture the attention of potential leads, and convert these leads into paying clients.

Want to pick our brain? Contact us at [225-800-6565](tel:225-800-6565) or email us at info@cyberfision.com