Create a Homepage that Converts

Your homepage is the face of your business. Use this checklist to create a homepage that will keep customers coming back.

- ☐ Create a clear and captivating headline.
  - 💡 *Include a paragraph of text underneath describing who you are, what you do, and how you can help your customers.*
- ☐ Add a hero image that captures your brand.
- ☐ Add your logo to the top left.
- ☐ Create a site menu featuring your most important pages.
  - 💡 *Include your about page, services, pricing, blog, and contact page.*
- ☐ Include multiple clear calls to action (CTAs).
  - 💡 *Make one visually prominent above the fold.*
- ☐ Make it clear who your customer is.
- ☐ Highlight your most important features.
- ☐ Add an opt-in box.
  - 💡 *Use this to encourage people to sign up to your email list.*
- ☐ Include social proof to show off your hard work.
  - 💡 *Feature case studies, statistics, awards, and certifications.*
- ☐ Add a smart footer that has your privacy policy, terms of use, contact page, and more.
- ☐ Make sure visitors know how to contact you.

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