

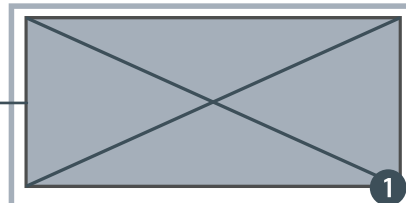
Must Have Elements for a High Performing Website

For many prospects, your home page creates the first impression for your business – make it a good one! Use this checklist to build a website that is as high performing as you are.



1 Promise

The purpose of the promise headline, above the fold on your home page, is to show the visitor that you understand the challenges they face. It needs to clearly differentiate you from your competitors and show that you are the “go to business” to solve their problem.



2 Story

Storytelling is a powerful tool to build trust and connect with visitors while reinforcing your ability to solve their problem. Be careful when telling your story. It should be as much about your customer as it is about you.



3 Core Offerings

Create callouts that feature your core services including about 100 words of content each. Since these are your core offerings, you'll also want full pages or sections of your site related to each, but by placing them on your home page accompanied like this, you'll get additional SEO value.



4 Video

Many companies are beginning to feature video on their home page, and for a good reason! Video allows you to give people a real sense of who you are, what you stand for, and let people hear your story. It's also a great way to produce content to engage your audience.



5 Personas

Identifying “who we serve” tells visitors that they're in the right place and a creates a connection by showing they're a good fit for your business. Each persona should have a clear path to follow as part of their personalized customer journey.



6 Trust Signals

You need to have elements that build trust on your home page, whether they be logos of current customers or testimonials for your audience to glance over. Have reviews or accolades you want your audience to, see? Make them easy to find and place them on the home page.



7 Call to Action

A call to action (CTA) is an image or text that prompts visitors to take a specific action. CTAs help to guide people through the customer journey and advise them on next steps. Your CTA can be a request more information, to schedule a consultation, or to download a free report.



8 Contact

Make it easy for visitors to connect with you! Beside your call to action, determine how else your visitors might want to engage with you. Include contact elements like phone, email, address, maps and/or driving directions in a visible and accessible way.



9 Performance

A website with good technical performance is as important as the content on it. Make sure you create the best possible experience across a variety of devices while being secure and fast loading.

