

# 12 Critical Elements Every Homepage Must Have

A homepage is one of the most important, if not *the* most important, page on a website. Because it commonly gets the bulk of site traffic, it's crucial for the homepage to convert as much of that traffic into leads and sales. In fact, check out these 12 key elements a homepage needs to achieve an awesome conversion rate.



## 1 Headline

Within 3 seconds, a website needs to answer, "What does this site offer?" Keep your headline clear and simple. No fluff.

## 2 Sub-headline

Your sub-headline should offer a brief description of what you do/offer. Avoid gobbledygook language. Be different and show value. Don't just talk about yourself.

## 3 Benefits

It's not only important to describe *what you do*, but *why it matters*. Prospects want to know about the the benefits and advantages.

## 4 Primary Calls-to-Action

Including multiple calls-to-action (CTA) above the fold is important to driving conversions. Offer two-to-three CTA (max) that map to different stages of the buying cycle.

## 5 Features

In addition to benefits, list some of your key features. This gives people more of an understanding of what's provided by your products and services.

## 6 Customer Proof

Customer proof is a powerful indicator of trust. Include just a few of your best (short) quotes on the homepage. Adding a name and photo make the testimonials more real.

## 7 Success Indicators

In addition to customer success, awards and recognitions are other key elements to making a good first impression.

## 8 Navigation

To decrease bounce rates, your visitors need a clear path into your site from the homepage. Make sure your navigation is visible at the top of the page. And keep it simple.

## 9 Supporting Image

Most people are visual. Make sure to use an image that clearly indicates what you offer. Short videos are great too. Just don't use stock photos of fake business people.

## 10 Content Offer

To generate even more leads from your homepage, feature a really great content offer, such as a whitepaper, ebook, or guide.

## 11 Resources

Approximately 96% of the visitors to your website are not ready to buy. Make sure you offer a link to a resource center where they can learn more.

## 12 Secondary Calls-to-Action

When visitors end at the bottom of your homepage, don't forget to display calls-to-action there as well for even more lead generation opportunities. CTA are not just for the top of the page.