

# Ultimate Homepage Essentials

## CHECKLIST

### ☐ YOUR LOGO

A high quality logo not only looks professional it becomes a recognizable visual for your business. Having the visual elements of your brand reflected on your homepage will reinforce the brand recognition for your business and build the trust factor.

### ☐ SIMPLE NAVIGATION

People don't want to have to figure something out, especially now that attention spans are getting shorter. You want to stick to a traditional navigation even if it seems boring and save those creative ideas for other areas of your website.

### ☐ YOUR ONE LINER

Did I mention attention spans already? Make sure your homepage includes your one liner so you can quickly let potential clients know that they are in the right place and know a little bit about what you do.

### ☐ WHO YOU ARE

It doesn't have to be a full about page but your copy needs to make it clear what you do, who you serve, and what your mission is.

### ☐ STRONG CALL TO ACTION

People want to know what to do next. Make sure you have a strong call to action that lets people know what the next step is. So tell them and make sure it is prominent.

### ☐ YOUR OPT-IN FREEBIE

Make sure you include an freebie & opt-in box to grab emails for potential clients. The freebie will give people a taste of what working with you is like and see your value. Again reinforcing the know, like, and trust factor with potential clients.

### ☐ SOCIAL PROOF

Testimonials of working with you. People want to know that you are the real deal and testimonials from happy clients will go a long way.

Need more help? Email me at [hello@michaelahoffman.com](mailto:hello@michaelahoffman.com).