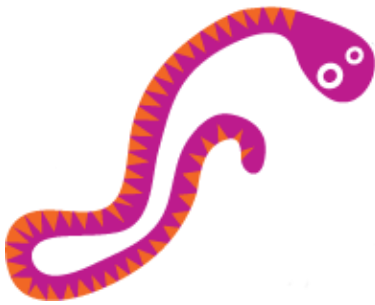


HOW TO MAKE SURE YOUR **HOMEPAGE** EXPLODES WITH **AWESOMENESS.** (AND HORSE HEADS.)



BY ERIN WHALEN OF MADEYOULOOKONLINE.NET



Do you have the following 8 key elements on your homepage?

If not, you're doomed, I tell you. DOOMED!!!



Ha! Okay, maybe that's overstating the case a bit. It's not like you'll be thrown into the fiery pits of hell if your homepage is missing one or more of the elements in featured in this guide.

But as your homepage gets the large majority of your website traffic – and is your best chance to make strong first impression – then it's a good idea to make sure it does a great job of engaging people and encouraging them to take action. N'est-ce pas?

With that in mind, here are 8 homepage elements that have been shown to have a significant-to-huge impact on how visitors behave on your site – along with 3 different options on how to lay them out on the page for best results.

Read on to discover what they are!

The 8 must-have homepage elements

① **BIG, FAT GORGEOUS HEADLINE**

Immediately grabs attention and conveys the key benefit your customers/clients enjoy when they use your product or service. Should be written in an eye-catching larger font.

② **COMPELLING COPY THAT GETS PEOPLE EXCITED TO LEARN MORE**

Expands on the main benefits you offer and gives readers a clear sense of who you are and what makes you awesome.

③ **IRRESISTIBLE CALL TO ACTION**

Tells people what you want them to do next (e.g., browse products, book an appointment, make a purchase). Formatted in a way that attracts attention.

④ **ATTRACTIVE & APPROPRIATE SUPPORTING IMAGE**

Complements the copy and showcases the benefits of your product or service.

5 CONVINCING CUSTOMER PROOF

Testimonials, awards, or media appearances that establish your expertise and prove that real people love your products or services.

6 APPEALING FREE CONTENT OFFER

Gives people a compelling taste of what you offer – e.g., an ebook, video, mini-course or newsletter – in exchange for their email address so you can stay in touch and build relationships over time.

7 SOCIAL ENGAGEMENT OPPORTUNITIES

Gives people more opportunities to connect and receive information from you and encourages them to share your content with others.

8 CLEAR & SIMPLE NAVIGATION

Makes it easy for people to find what they're looking for in a hurry.

NOTE: Include no more than 8 items in any navigation menu or sub-menu — you don't want to overwhelm people with too many choices.

Now let's take a look at how we can lay these suckers out on the homepage in a way that's effective and graphically attractive. For the purposes of this guide, we're going to use the same product idea for each of the three layouts, so you can see how they can compare.

I've decided to use a product idea that I already wrote a [previous article on headlines](#) about (because I'm lazy and didn't want to have to research a whole different business idea – ha!)

What's the product, you ask?
REALISTIC HORSE HEAD MASKS!!
(Aw yeah, we're going there again.)



Continue on to explore the awesomeness of this unique and life-changing product... ;-)

Layout Example 1: As Simple As It Gets

This bare-bones layout works for product or service providers who want a simple website that encourages visitors to take a single action on the homepage – e.g., to click through to a gallery or portfolio page, call for a free consultation, or book an appointment.

NOTE: I personally think that it's a good idea to include more information on your homepage than this particular layout allows, as studies show that visitors are far more likely to scroll than click for more information. However, if you are working with a simple website theme that doesn't allow for much additional content or flexibility, this layout covers all the bases.



Layout Example 1: AS SIMPLE AS IT GETS

Key: 1 Headline 2 Compelling Copy 3 Call to Action 4 Supporting Image
5 Customer Proof 6 Free Content Offer 7 Social Engagement 8 Navigation



ALL HORSE HEADS, ALL THE TIME

8

Home

About

Services

Blog

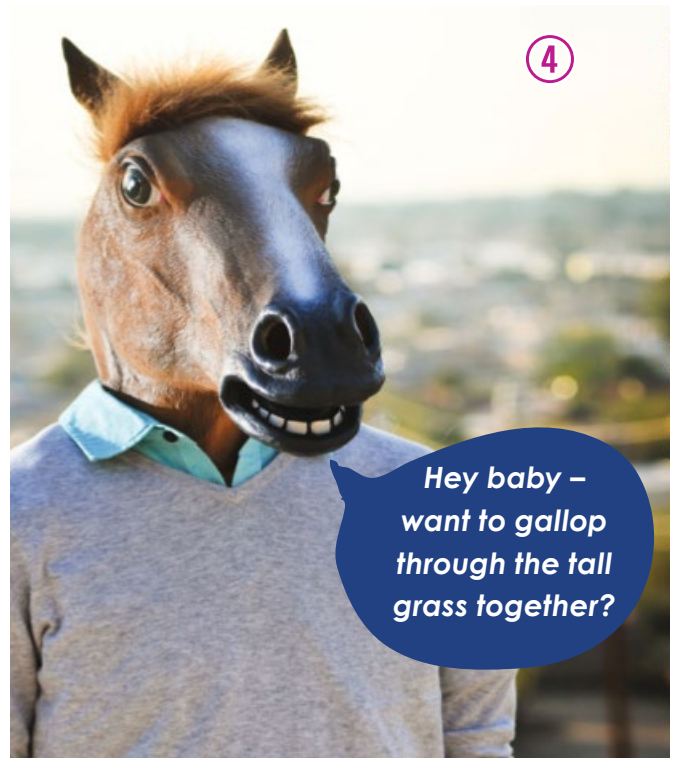
Contact

1 UNLEASH YOUR INNER STALLION

2 Be the guy everyone's talking about – by wearing one of our premium latex horse head masks to your next party or event.

The nose and mouth have cut-out holes that make it easy for you to see and breathe – and the chestnut colouring and luxurious mane are so realistic, you'll have a herd of fillies following you around begging you to be king of their herd.

Never has being a big weirdo felt so comfortable – or looked so good!



4

3

[BROWSE HEADS](#)

5

"This is the best horse head mask I've ever worn. Girls couldn't stop staring at me the whole party. Pretty sure I'll be playing a starring role in their dreams tonight."

*- Kent Dorfman
Delta Tau Chi, Faber College*

6



50 Ways to Make Your Next Party Unforgettable

Guarantee that your next big bash becomes the stuff of legend
– without getting busted by the cops.

First Name: _____ Email: _____ [\[DUDE, HOOK ME UP\]](#)

7 ALL AWESOMENESS, ALL THE TIME



8

Clear & simple navigation

Home

About

Terms & Conditions

FAQs

Contact

© YEAR Wyld Stallyn

Layout Example 2: Slider with Multiple Calls to Action

This layout allows for more interactivity and content on the page, so visitors can learn more about your products and services right off the bat and then make the choice to click through to the page on your website that interests them most. Great for single or multi-product or service sites.






ALL HORSE HEADS, ALL THE TIME

- 8 Home About Products Kudos FAQs Contact

4



1 UNLEASH YOUR INNER STALLION

The fillies will go wild!


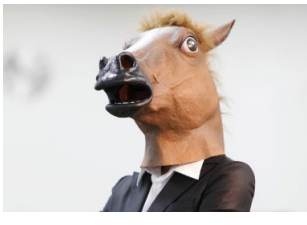
MORE ▶



2 Be the guy everyone's talking about – by wearing one of our premium latex horse head masks to your next party or event.

- 2 ♦ Durable, top-quality construction and generous fit
- 2 ♦ Realistic chestnut colouring and luxurious mane
- ♦ Cut-out nose and mouth holes make it easy to breathe
- ♦ You'll have to beat off a herd of fillies with a stick

2 Being a big weirdo has never felt so comfortable – or looked so good!

<p>ALPHA STALLIONS</p>  <p>3 MORE ▶</p>	<p>BETA STALLIONS</p>  <p>3 MORE ▶</p>	<p>UPPITY COLTS</p>  <p>3 MORE ▶</p>
<p>ALPHA MARES</p>  <p>3 MORE ▶</p>	<p>BETA MARES</p>  <p>3 MORE ▶</p>	<p>FRISKY FILLIES</p>  <p>3 MORE ▶</p>

TESTIMONIAL SLIDER (testimonials below change automatically)

5 "The best horse head mask I've ever worn."
"Girls couldn't stop staring at me the whole party. Pretty sure I'll be playing a starring role in their dreams tonight."
- Kent Dorfman
Delta Tau Chi, Faber College

7 ALL AWESOMENESS, ALL THE TIME



"STICKY" opt-in that stays on the bottom of the page as readers scroll down, so it's always the last thing they see.

6



50 Ways to Guarantee Your Next Party is Legendary
(without getting busted by the cops)

First Name: _____ Email: _____ [DUDE, HOOK ME UP]

- 8 Clear & simple navigation
- Home About Terms & Conditions FAQs Contact
- © YEAR Wyld Stallyn

Layout Example 3: Content Rich with a Blog

Here's a layout that would work well for a content-rich site where the blog posts or articles are part of the main attraction. This works well for product or service providers who publish a lot of free content and attract a steady flow of repeat visitors who don't want to click through to a deeper page in order to read the latest articles.



5 "The best horse head mask you'll ever buy" – TIME Magazine

8 About Products/Services Register Log-In



1 UNLEASH YOUR INNER STALLION



8 Home Top Category Top Category Top Category Top Category Top Category Contact

I MET MY FUTURE WIFE WHILE WEARING A HORSE HEAD



It was love at first neigh at a huge frat party neither of us will ever forget. Not least because of the matching WYLD STALLYN tattoos we got that night ...

3 MORE ►

12 TIPS ON HOW TO GET MORE MILEAGE OUT OF YOUR HORSE HEAD MASK



Wearing your beloved horse head mask to keggers and costume parties is a no-brainer. But have you ever considered wearing it to a wedding...or movie premier...or your next blind date?

3 MORE ►

HOW TO GET THAT STALE SMELL OF SWEAT OUT OF YOUR HORSE HEAD MASK



Aw yeah, dawg, you look so fine in your stallion mask. What's that, you say? You're going to take it off? Um... okay... DEAR GOD NO, THE STENCH! FOR THE LOVE OF ALL THAT'S HOLY, PUT IT BACK ON!

3 MORE ►

SEE WHAT'S NEW IN THE STORE



All the horse heads to suit your party needs!

SHOP NOW

6 MAKE YOUR NEXT PARTY UNFORGETTABLE

2 50 proven ways to guarantee that your next big bash becomes the stuff of legend

3 DUDE, HOOK ME UP

8 TOP READS

THE TIME MY MASK GOT ME OUT OF A SPEEDING TICKET



INFOGRAPHIC: HOW OUR HORSE HEADS COMPARE WITH THE COMPETITION



I MET MY FUTURE WIFE WHILE WEARING A HORSE HEAD



REAL HORSE – OR MASK? SEE IF YOU CAN TELL THE DIFFERENCE



6 Free Content Offer
Never Miss a Single Awesome Article

Name: _____

Email: _____

3 SIGN ME UP

7 ALL AWESOME, ALL THE TIME



8 Clear & simple navigation

Home About Terms & Conditions FAQs Contact

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Those are just 3 possible layouts ...

There are many attractive and effective ways to arrange these 8 must-have elements on your homepage. As long as the headline/image is the first thing that attracts attention and is closely accompanied by some copy that expands on the benefits and a compelling call to action, you can play around with the other elements and your layout is still pretty much guaranteed to be effective.

So no more “horsing around” with your homepage! (See what I did there?) The next time you revamp your website, make sure your homepage has everything it needs to do the best possible job of engaging your visitors and encouraging them to take action on your site.

Like this info?
Share it with a friend or colleague!



erin whalen • word wrangler



“Erin’s writing has inspired a **higher level of engagement**
– our subscribers are responding like never before.”

- Jack Canfield, co-author of the *Chicken Soup for the Soul* series
and author of *The Success Principles*

“I highly recommend Erin! Her expertise in writing **compelling**
website and ebook copy created **added value** to the projects.”

- Claudia Howard, VP Marketing, Holy Crap Cereal

“Erin has the ability to identify your core message, which is the
most critical piece of your marketing puzzle, and present it in such
a way that turns your message into **a magnet for your business.**”

- Leah Goard, Define Design Align

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