

# HOMEPAGE CHECKLIST



Your website's homepage, also known as the index, front or welcome page is your website's sales page.

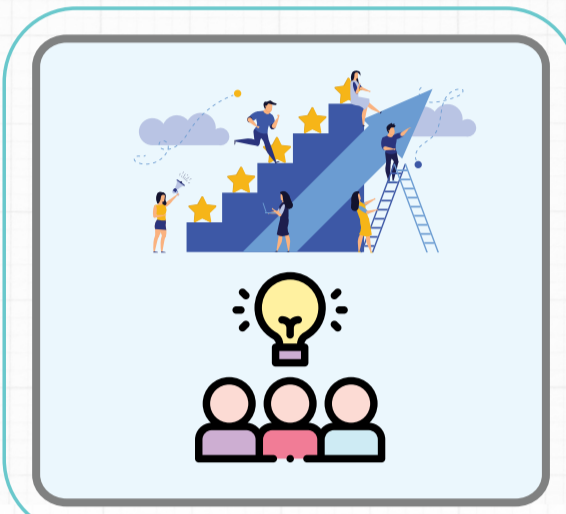
You have 7 seconds to grab someone's attention and entice them to read more or take action.



Make your **visitor** feel like they have arrived at the **right place** by including the following elements:



1. Professional Logo



2. Benefit Driven and Easy to Understand Tagline



3. Highlight Problems Your Visitor May Be Experiencing



4. Features and Benefits of Your Products and Services



5. Powerful Calls to Action



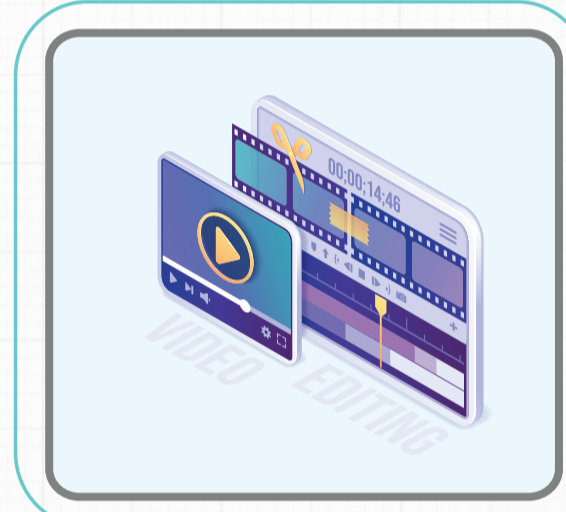
6. Links to Key Areas of Your Website



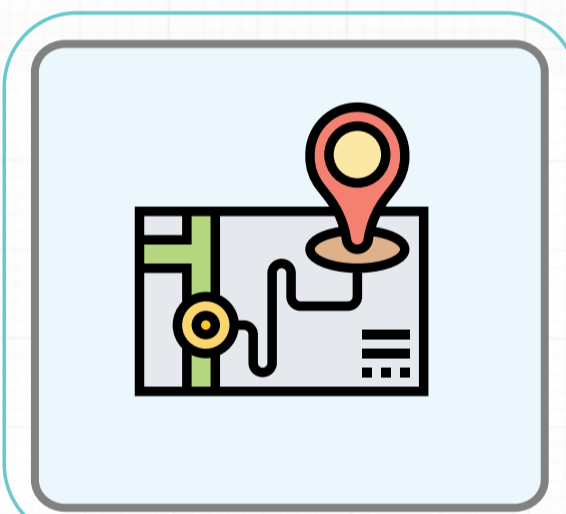
7. Catchy Headlines



8. High Quality Images



9. Engaging Video(s)



10. Easy to Follow Navigation



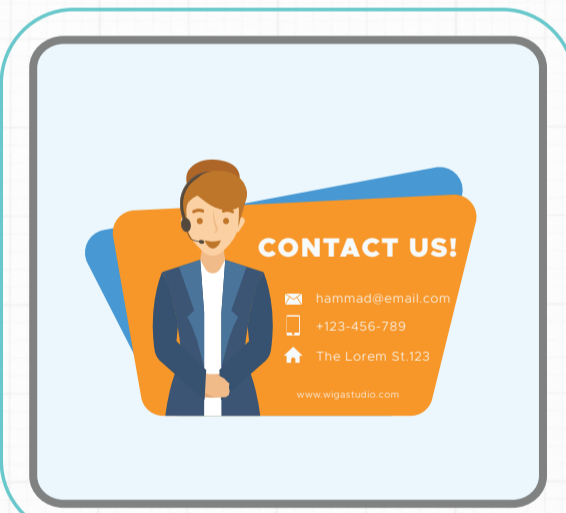
11. Links to Social Networks



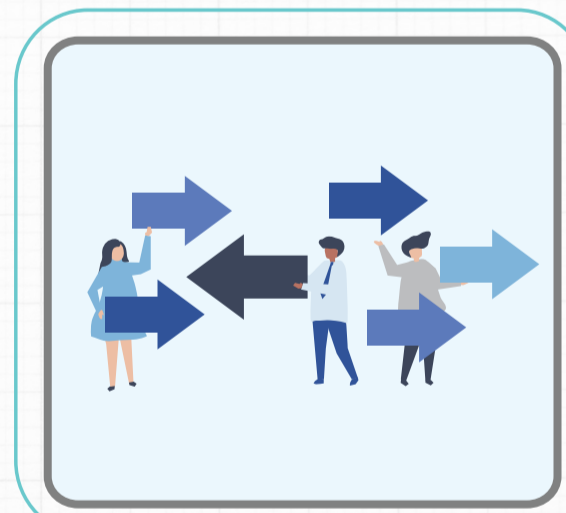
12. Social Network Feed



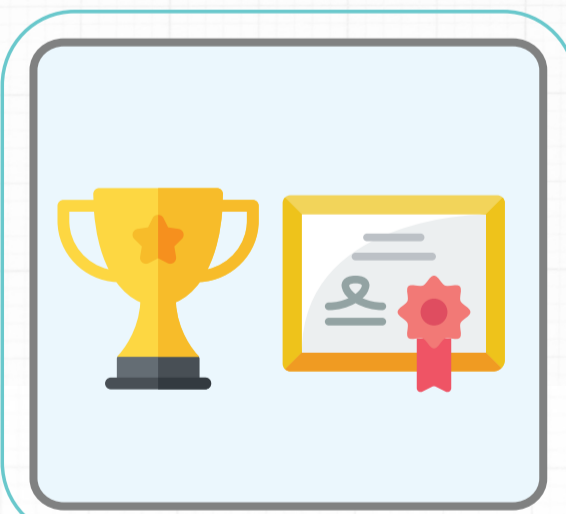
13. Trust and Credibility Proof



14. Contact Information



15. Directions



16. Awards & Certifications



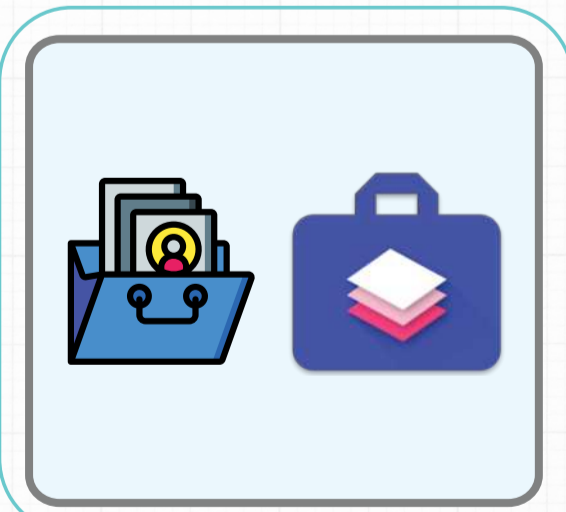
17. Keywords and Keyphrases



18. Opening Hours



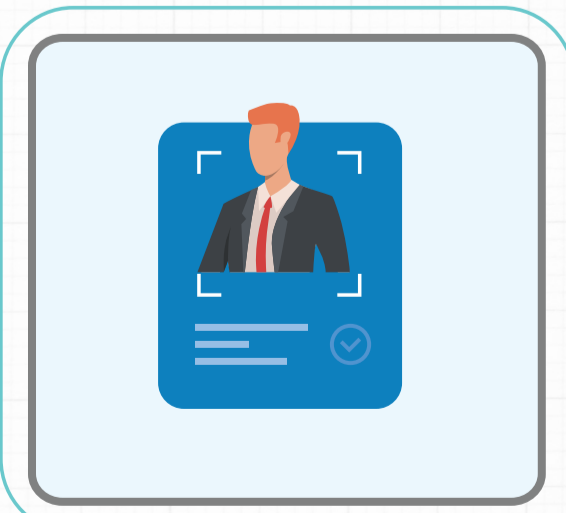
19. Capture Email by Offering Valuable Content



20. Portfolio / Photo Gallery



21. Blog Feed



22. Brief Bio



23. Special Deal / Offer / Discount



24. Search Function