

Write Homepages That Wows Prospects, Proves Your Credibility, and Converts

But what makes a great homepage? What are the elements that will make visitors want to stay and explore?

Here are a few tips:

- **Start with a strong headline.** This is the first thing that visitors will see, so make sure it's attention-grabbing and relevant to your target audience.
- **Use clear and concise language.** Visitors should be able to understand what your business is about and what you have to offer in just a few seconds.
- **Include a call to action.** Tell visitors what you want them to do, whether it's signing up for a free trial, downloading a white paper, or making a Free Download.
- **Use high-quality images and videos.** Visuals can help to break up the text and make your homepage more engaging.
- **Make sure your homepage is mobile-friendly.** More and more people are using their smartphones and tablets to browse the web, so it's important to make sure your homepage is easy to use on any device.

In addition to these general tips, there are a few specific elements that you should include on your homepage if you want to wow prospects, prove your credibility, and convert them into paying customers.



The Website Homepage Blueprint: Write a homepage that wows prospects, proves your credibility and converts visitors to clients using a proven, step-by-step formula (Digital Marketing Success) by John Weiler

★★★★☆ 4.7 out of 5

Language	: English
File size	: 3862 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 101 pages
Lending	: Enabled



Here are a few examples:

- **Testimonials from satisfied customers.** Social proof is one of the most powerful ways to build credibility and trust. Including testimonials from happy customers on your homepage can show prospects that you're a reputable business that provides quality products or services.
- **Case studies of successful projects.** Case studies are a great way to demonstrate your expertise and show prospects how you can help them achieve their goals.
- **Awards and recognition.** If you've won any awards or recognition for your business, be sure to display them on your homepage. This can help to build credibility and make prospects more likely to trust you.
- **A clear value proposition.** Your value proposition is what sets you apart from your competitors. It's the unique benefit that you offer

customers. Make sure your value proposition is clear and concise on your homepage.

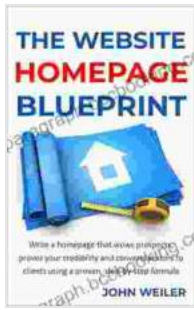
- **A strong call to action.** Your call to action should be clear and easy to find. It should tell visitors what you want them to do and make it easy for them to take action.

By following these tips, you can create a homepage that will wow prospects, prove your credibility, and convert them into paying customers.

Here's a quick recap of the key elements to include on your homepage:

- **A strong headline**
- **Clear and concise language**
- **A call to action**
- **High-quality images and videos**
- **Testimonials from satisfied customers**
- **Case studies of successful projects**
- **Awards and recognition**
- **A clear value proposition**
- **A strong call to action**

By including these elements on your homepage, you can create a powerful marketing tool that will help you attract more customers and grow your business.



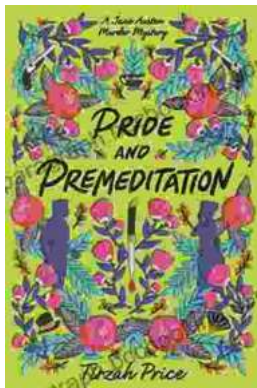
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