6 Elements That Make up a Good Homepage

Is it mobile responsive?

Most importantly, your homepage must be easily viewable on all devices.

Does it load fully in under 5 seconds?

The goal is 3 - 5 seconds. Images, scripts, and poor hosting can affect this. How do you stand up?

Is it optimised for SEO?

- *Meta Title / Meta Description?* These determine how visitors see you in Google search results.

- *One H1 Heading Tag and one or two H2's or H3's.* Headings and sub-headings are important for user experience.

- *Primary topic content relevance.* **The number one most important thing** in modern search; how relevant is your text and images to the user search query.

Overall, does it look attractive and current?

Website's age quickly these days. Keep your theme design modern and current, updating it every 2 years.

Are your social media links prominent? They SHOULDN'T be! Not on the homepage.

Don't display your products and wares alongside the opportunity to get lost in other's social buzz.

The goal is to keep visitors on your site!

Is your Homepage Optimised for Conversions?

- *Does your homepage offer a strong and clear headline?*

- *Are there at least TWO CTA's (top and middle of page)?*

- *Does the homepage offer 3 or 4 'product / service / category' summaries with links to deeper information?*

It's OK to have another 3 or 4 also, but your top selling products or services (most requested) should be featured high and bright

- *Do you offer Social Proof (testimonials) about the quality of your product/ service.*

BONUS

Do you offer a guarantee? Showcase it and put it on your homepage!
Remember, the goal of the home page is not to 'convert' people,
it's to get them to click through deeper into the website.
The more time they spend with you, the more time you'll have to build confidence and trust with them.
If they like you, and trust you, they'll buy from you.