

5 Tips for a Healthy Home Page

Your home page is the most important page on your website. Keeping an eye on how it performs is the key to your online success. Here's some tips to help you review your home page and keep it healthy!



Need our help?

Our web guru Morgan Williams can help fine tune your site and get it working harder for you. This one hour online google hangout will get you aligned for 2020.

Investment **\$150** +gst per / hour



TIP # 1:
Is your content current?

Are the words (or images) you use still relevant to your audience. Perhaps people are searching different keywords. Google loves it when searches and page text match up.

Action: Check your site stats to find out what keywords people are using to find you. If there are words you aren't using or discussing adjust the home page text to match.

Check your site on a mobile device. Over 60% of people view sites on a mobile device so it is critical that your site stacks up.

TIP # 2:
Are you device friendly?

Action: Is your most important key message up the top on a mobile? Is the menu working ok? It's always good to see how things look on mobile and check regularly as device updates can often change how things display.

TIP # 3:

Use an online checker.

There's many automatic site check tools to help you get a snapshot of how your site is tracking. Everything from meta data for google to load speed and security.

TIP # 5:

Your call to action.

The aim of your home page is to compel people to act. Be clear about what you offer, obvious about what you do and how to get in touch and make a purchase.

Action: Use an online checker eg: www.woorank.com OR search 'home page checker' and take your pick from the many free site check tools.

Action: Look at your home page like you have never seen it before! Is there somewhere to click to find out more (without scrolling)? 3 Call's to Action (CTA's) is considered ideal depending on your business. Things to consider include: a key product, a new service, a sign up or subscription, about us, our process, free trial or special offer, our work, contact us, testimonials etc...

TIP # 4:

Authentic testimonials

What are people saying about you? Earned trust speaks volumes to potential clients. Include a short testimonial, review or case study on your home page to make it more compelling and authentic.

Action: Seek out some reviews. Make sure you have reviews activated in social channels and google. At the end of projects or after sales follow up seeking feedback. Add the best feedback your home page. Keep them current.

DIY workshops!

Throughout the year we run workshops to help empower people. If you love learning register your interest: phone 03 5348 1199 or email: info@designscope.com.au