



HOME PAGES OPTIMIZED
HOW TO INCREASE CONVERSIONS



TOP 3 QUESTIONS YOUR HOME PAGE SHOULD ANSWER FOR YOUR VISITOR

1. Where am I at?
2. What can I do here?
3. Why should I do it? If I am an ideal prospect, why should I entrust my money to you, versus the competitor?

UNDERSTANDING HOME PAGE ROLES & GOALS

- Home pages should be viewed as part of a holistic conversion funnel.
- The role of the home page is not necessarily a landing page, but a channel. It is your front door. The primary purpose (like the front door of your business) is to get people through it.
- Welcome the visitor; introduce them to the site; help them find what they need; let them know what they can do and what they are supposed to do.
- Make your home page engaging, not like an advertisement. It needs to be a conversation, not just a sales page.
- Set up a Flow Logic: What is the priority of information on the page?
- Always provide the path that leads to a decision
- As companies evolve and grow, the home page inevitably starts to degrade. The primary reason for this is internal politics/competing department goals, resulting in trying to jam everything onto the home page.^[1]
- Resist the urge to set too many goals for the home page.

CONTENT & DESIGN

- Establish a strong value proposition: ‘Why should I care? Why should I stay on this page?’
- Create short, strong headlines: (e.g. Effective Email Marketing Made Easy)
- Support your page with quantitative statements
- Reduce the amount of copy as much as possible, visitors will get overwhelmed.
- Give the option/opportunity for the visitor to explore. Don’t hit them with the offer and give no options to look around or learn more about it
- Any images on the home page need to be relevant to the goal of the page.
- You need a clear eye path for the page. Decide where people’s eyes should go and make sure that is working
- Too many colors (including for buttons) disrupt the thought process of the visitor.

MEASURE SUCCESS

- Make sure your metrics collection and testing tools allow for tracking return visits as this can be a large chunk of engagement. (Marketing Experiments studies point to ranges from 25-40%)

PRIORITIZE THE OBJECTIVES OF YOUR HOME PAGE



1. **PRIMARY:** When possible, a home page should have a single objective identified as the key performance indicator. These objectives will be more long-term, are usually directly connected to the business model and should have the highest revenue potential (e.g. lead generation form, membership product offering)



2. **MAJOR:** these objectives are very important to the home page's overall success, but are not the primary goal. They are usually short term objectives that may or may not be directly connected to the business model. These will most likely come from differing internal departments and/or differing marketing campaigns. (e.g. Upcoming sales presentation, special featured product offer)



3. **MINOR:** These objectives are functionally necessary for a home page, but are not tied directly to revenue or any marketing efforts. (e.g. site navigation, legal information)

^[1] Dr. Flint McGlaughlin, Director of Marketing Experiments.

CITATION

Marketing Experiments Webinar: "Home pages Optimized: How using the home page as a channel led to a 59% increase in conversion" (2010)

For more information, visit www.marketingexperiments.com