

A STEP-BY-STEP GUIDE

# How to craft a *conversion* – focused homepage

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# Welcome 🙌

Raise your hand if your homepage is still the same one you launched your website with? Not a bad thing, if your *homepage is still converting* well.

Keep your hand raised if your homepage looks the way it does because of **your website design**? Is the copy there just to **fill the space**?

## Your Homepage Represents Your Brand, Tone Of Voice and Values

Your homepage is the **most important page** on your website. I'd argue that if you can *fix* your homepage, it could improve the **performance** of your entire website.

The **best homepages feel professional**, inviting your visitors to explore other **parts** of your website. In this guide, you'll learn the elements of a thoughtful, modern website homepage and discover:

- What needs to be on your homepage page (and in what order)
- How you can improve the content
- What your visitors expect to see

If your homepage **doesn't connect with your website visitors or they're unable to find what they want**, they'll exit quicker than you can count to 5 Mississippi. 🙄

If you're ready, let's get started! 🙌

# Writing Your Homepage

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Your homepage wears a lot of hats, serving many different visitors. It's the best place to show your credibility, grow your community and create a dialogue between you and your potential clients. 🧠

Your website homepage should achieve several things:

- ✓ Visitors should understand who you are and what you do
- ✓ Help visitors' find relevant information
- ✓ Get visitors' questions answered
- ✓ Create a great first impression
- ✓ Convey your personality
- ✓ Establish trust
- ✓ Inspire action

I know it might sound overwhelming, so instead of making sure it does all these things well - figure out the one thing you need it to do and do *that* well.

# Start Here

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## 1) Give Clear Directions

Your homepage must meet your visitor's expectations, make it easy for them to **take action**. Like traffic lights, **your homepage needs to give the right information** at the right time.

Answer these 3 questions to figure out the main action you want your website visitors to take:

1. What is the #1 goal for your website? *(What business objectives does your website need to accomplish?)*

2. Are there secondary goals you need to accomplish with your website? *(If so, what are they?)*

3. What is your strategy for getting clients through your website? *(Where do clients find you?)*

A website that doesn't encourage an audience to take action is a waste of money because if the audience doesn't take action, it means they're not engaged and probably won't be back.

Understanding user behaviour is important to understanding your website visitors because they want to find a solution. They want to solve a problem, find an answer to their question or learn more about you/your services.

## 2) Understanding User Behaviour 🏠

All of us are impatient when we're searching for something online. We want a solution **YESTERDAY**. In a few seconds, we know what we want and know when we've found it. In 10 to 20 seconds to be specific.

Your audience is like YOU. They have busy lives. And won't **spend time on a website that doesn't answer their questions or help them fix their problem.**

### TIP:

1. Observe how you behave as a user on websites to better understand user behaviour and how you can meet your visitors needs.
2. Go on your website and put yourself in your visitors shoes: is there anything distracting?

### Here's 3 types of readers to keep in mind:

1. **SCANNERS:** They look for key information so they can get in, find what they want and get out. They skim the page rather than reading it word-for-word. But they also absorb a lot of information - if it's *presented* well. Formatting your text clearly is important to engage these readers (checklist on the next page).
2. **DIGGERS:** These readers want to know *all the details*. They'll read every word on your website, have lots of questions and would've already researched everything about you. Building trust with FAQs, case studies and testimonials can be great for these readers.
3. **GOOGLE:** Will crawl your website to learn what it's about, so it can send visitors your way. But first, it will inspect every page, determining its relevance and ranking it for different search terms based on the copy. Add short-tail, mid-tail, long-tail keywords to your headings and body text, so the content sounds natural without keywords being stuffed in. Think about what your ideal clients search for in Google, which is a sentence or phrase that describes what you do. That helps the ranking performance of every sub-page, not *just* the homepage itself.

## FORMATTING CHECKLIST

Make your content easy to skim, guide your visitors to keep their attention longer. It can also help conversions, as they'll be able to find what they are looking for easier!

- Clear headings and subheadings
- Use bullet points to break up long text
- Use a minimum font size of 16px for body text
- Add images/ colour to break visual monotony
- Make your paragraphs short (maximum 4-5 lines)
- Vary the length of your paragraphs between 4-3-2-1 liners
- Make the first few words of each paragraph relate to the section
- Use underline, bold or colouring on text you want people's eyes to be drawn to
- Use tools such as UberSuggest, Semrush and Google Search Console to research keywords and key phrases.
- Sprinkle SEO keywords across your homepage and add them to your:
  - Bio Copy
  - Blog Post Titles
  - Service Descriptions
  - Taglines
  - CTA Copy
  - Footer
  - Seo Title & Meta Descriptions

# Navigation

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Treat your navigation bar as a map to guide your visitors and help them find **where they want to go**. **Help them understand** how to complete their customer journey. And that begins with making your navigation simple to read and understand. 📍

Let's take a look at these examples:

Navigation 1: Home | Meet Karli | Uplevel Your Life | Read | Get in Touch

Navigation 2: Home | About me | Courses | Services | Blog | Contact

Which navigation is clear and easy to read?

A!

Your Navigation is the last place to be *creative*, if it's unclear to your website visitors, they won't read or click. Instead, they'll look for familiar labels simply because anything confusing will be ignored.

Improving readability of your website navigation will keep visitors on your website for longer, which can help you increase your conversion rate.



## NAVIGATION CHECKLIST

- Avoid drop-down menus in the navigation
- No more than 6-7 navigation labels
- Keep your navigation clear, 4-5 is optimal
- Positioned as expected (one row at the top of the page)
- Mouse pointer changes on clickable links

Do *this* instead:

- Home
- About
- Services
- Pricing
- Blog
- Courses
- Contact
- Search box

# Hero Section

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When potential clients land on your website, you have about **3 to 5 seconds** to make a good first impression. This determines whether they stay on your website or not. 🕒

Let's make those first few **seconds count**, with a strong first impression by focusing on **the needs of your ideal client** and how you can **help solve their problem**.

The hero section should:

- Build trust and authority
- Make it clear what you do and how you help
- Direct visitors and offer next steps

## HEADLINE: Why Should I Stick Around?

Tell your audience what you have to offer (this is your USP)

What you do:

Who/how you help:

The benefit or transformation of working with you:

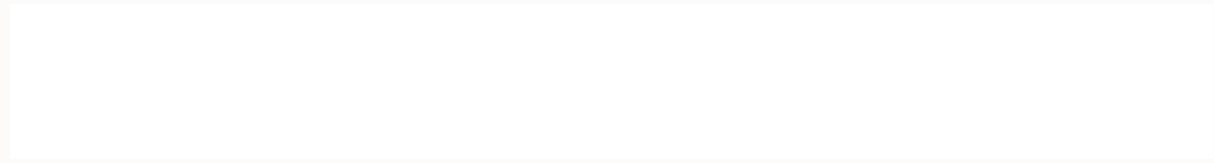
## SUB-HEADLINE: Dig Deeper

Your sub-headline should support the headline and further explain what you do:

What do you offer, what pain point, desire or solution do you solve?

## CALL-TO-ACTION: What Do You Want Your Visitors To Do?

This is optional but recommended. This should be your MAIN call to action for people who know they are ready to take up your offer and want a quick solution to do so.



Here's some example text you can use for your buttons:

- Book Discovery Call
- View Services
- Find Out More
- Get In Touch
- Book A Call
- Read More
- Contact Me
- Learn More
- Click here
- Call Me

## CREDIBILITY BANNER (optional): What Makes You Legit?

If possible, add a credibility banner that includes client logos, media appearances or endorsements.



## HERO SECTION CHECKLIST

- Include your photo
- Your name
- Clear headline
- For each headline, calculate the score using the Coschedule Analyzer
- Check to make sure your website heading and subheading is clear
  - Ask: would a stranger be able to understand quickly or would you need to explain further?
- Remove 'I' or 'we' and use 'You' instead
  - I'll provide → You'll get
  - I'll teach you → You'll learn
  - I'll show you how → Find out how

# The USP

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Explain why and how your business is **different, unique or unconventional with a statement**. Your potential prospects need to *feel* understood, so **communicate who you are, what you do and the desire** for your solution. 🚩

## USP: What Do You Do Differently?

Communicate and empathise with the problem/pain through: storytelling, education, science, facts or your process/framework.

# Services

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Next comes your solution. Explain **what you offer with 1-3 short sentences** describing each service and its benefit. The CTA buttons should link to **an individual service or product page.** 

## SERVICE 1: How Can You Help Me?

Name of service:

Intro to what this service is/who it is for:

Call to action:

## SERVICE 2: How Can You Help Me?

Name of service:

Intro to what this service is/who it is for:

Call to action:

## SERVICE 3: How Can You Help Me?

Name of service:

Intro to what this service is/who it is for:

Call to action:

# About You

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Briefly introduce the “face” behind your brand and link to your 'About' page. Speak directly to your ideal clients **using first person**, e.g. “Hi there, I’m Jennifer and I love designing websites that help book you more clients!” 🙋

The mini-bio is **best for personality-based brands**, this is *optional* for product based businesses. But **highly recommended for service-based businesses**.


The copy will be *different* for every single business, however, it should have:

- A photo of yourself or your team
- A paragraph speaking to the audience
- A few lines of copy about your purpose or mission
- A few lines of copy, bullet points about your points of difference, benefits or unique selling point



# Testimonials

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Give new visitors a **quick indication that your site is legit**. Use client testimonials, client logos, certifications, awards or statistics. This **builds trust**, helping you **improve conversions**. 


## TESTIMONIAL CHECKLIST

- Short and direct
- Use full names ( headshots)
- Be specific: reinforce your unique value proposition, results and impact
- The structure:
  - Main takeaway → A headline summarising what you did well.
  - What was done → What were you hired to do and how did you do it?
  - How you helped → What were the results they experienced?
  - Name, Company and (Photo).



# Email Opt-In

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If there's **one important thing you need on your website when you launch** - it's a way to **collect emails**. Instead of saying "sign up for updates" to your newsletter, why not **add a freebie (a lead magnet)**? 

Lead Magnets help you **gain more subscribers** who want to hear from you and encourage **your website visitors to become future clients/customers**. Identify that 'thing' that *entices* your target audience to opt-in to your list and ask:

1. Who do you want on your list that would benefit from your offer?
2. What would give your ideal customer a transformation or a quick win?
3. What could best showcase your knowledge, brand, service or product?

Here's some lead magnet examples:


- Audio Book
- Audit
- Cheatsheet
- Checklist
- Coupon Code
- Discount Code
- Early Access
- E-Book
- Sample/Chapter
- Webinar Replay
- Worksheet
- Workbook
- A Competition
- Facebook Group Access
- Free Sample
- Free Trial
- How-To-Guide
- Infographic
- Masterclass
- Toolkit
- Resource List
- Mini-Course Newsletter
- Industry Report
- Case Study
- Software Trial
- Spreadsheet
- Step-by-Step Guide
- Stock Photos
- Swipe File Template
- Transcript
- Tutorial
- Video Training Series
- Virtual Event
- Printable
- Quiz
- Recipes

## EFFECTIVE LEAD MAGNET TIPS

- An enticing headline → what is the end benefit?
- Valuable content that shows off your expertise
- List 3 key benefits or features with bullet points
- 1-2 sentences describing what to expect from your emails
- An opt-in button leading visitors to a landing page with form
- Practical and easy to implement tips, so they can see real results
- Easy to consume takeaways so your audience doesn't feel overwhelmed
- Overdeliver and impress your subscribers, so they'll remember your name in their inbox

# Extras

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This section is where **you offer 'extras' to your audience** who would enjoy **more content from you** and benefit from **additional information or resources**. 

This could be links to your:

- Blog Page
- Podcast Episode
- Embedded Video
- YouTube Channel
- Featured-In Section



# Website Footer

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A footer is the most underestimated part of a business website, despite it being the area visitors see on every page. You can draw attention to it with important information, keeping visitors on your website for longer. 👁️

Here's what you can include:

- A snippet about you/ company/ logo submark
- Copyright
- Navigation to main pages
- Latest articles
- Email Signup Box
- Search box
- Privacy Policy
- Terms of Use
- Contact
- Postal address / link to a map
- Phone and fax numbers
- Social icons
- Call to action
- Portfolio
- Freebies
- Books
- Courses
- Featured blog posts
- Featured videos

You don't have to include all of these in your footer, since a cluttered footer is still distracting. But, you should view your footer as another *opportunity*. Include links to your lead magnet, blog articles and categorise them by topic. This will help your visitors find relevant content.

## FORMATTING YOUR FOOTER

- Include your lead magnet
- Link to most important blog posts
- Select the relevant links to you and your business

# Website Design

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You can't talk about **website copy and strategy** without talking about design. Design elements like **colours, fonts and images support the emotional notes** of the copy. Your website visitors don't expect your **design to be beautiful, but functional.** ⚙️

It needs to perform, not look *pretty*. Copywriting and design need to **work together towards a shared solution**. Even if you have **compelling copy** that is clear, customer focused and free of jargon. It **won't be effective or convert well**, if you have:

- ✘ Walls of text
- ✘ Visual clutter
- ✘ Annoying pop-ups
- ✘ Too many highlights
- ✘ Poor text formatting
- ✘ Misaligned elements

These elements can pull your visitors attention in the wrong direction and interrupt their train of thought. Just like copy, design choices should be based on research and the goals of the page. Everything on the page and everyone behind the page need to work together.

## DESIGN AND AUDITING TIPS

- Easy to read copy
- Clear visual hierarchy
- Analyse your loading speed
- No animation or reduce moving elements
- Assess if your design and branding is cohesive
- Consistent styling of headings, subheadings and widget titles
- Make sure website design is consistent across phones, tablets and desktop

# The Homepage Wireframe

[LOGO]	HOME   ABOUT   SERVICES   CONTACT	
<h2>Website Headline</h2> <p>Sub Headline goes here.</p> <p>[Main CTA]</p>		
<h3>The Headline</h3> <p>You can use this space to explain what makes you different from your competitors and describe the benefits of working with you.</p> <ul style="list-style-type: none"><li>• Use bullet points to clarify your message.</li><li>• Use bullet points to clarify your message.</li><li>• Use bullet points to clarify your message.</li></ul>		
<h3>Work With Me</h3>		
<p><b>Service 1</b></p> <p><i>Small paragraph describing the service (highlight the benefits).</i></p> <p>[CTA BUTTON]</p>	<p><b>Service 2</b></p> <p><i>Small paragraph describing the service (highlight the benefits).</i></p> <p>[CTA BUTTON]</p>	<p><b>Service 3</b></p> <p><i>Small paragraph describing the service (highlight the benefits).</i></p> <p>[CTA BUTTON]</p>
<h3>Testimonials</h3>		
<h4>About Me</h4> <p>Describe a bit about what you do and how you help your clients.</p> <p>[READ MORE]</p>	<p>[insert photo]</p>	
<h3>Email Opt-in Headline</h3> <p>Statement or sentence with more information.</p> <p>[CTA BUTTON]</p>		
<h4>About You</h4> <p>Add your logo, a snippet about you/your mission</p>	<h4>Quick Links</h4> <p>Navigation to main pages Latest articles Search box Freebies Books Courses</p>	<h4>Contact Details</h4> <p>Contact Page Postal address / link to a map Phone and fax numbers Email Signup Social icons</p>
<p>© YourBusinessName PRIVACY POLICY/TERMS AND CONDITIONS/COOKIES</p>		

# Congrats on completing this guide! 🎉

Woohoo! You did it! Now you know how to structure and strategically set-up your website homepage like a copywriter.

I understand how easy it can be to lose sight of your website's purpose without realising it. I hope the gems in these pages and prompts help you to audit your website homepage. And be on your way to attracting and converting dream clients.

Once you've made these tweaks, here's a few questions to help you assess the importance of an element:

- Who will this element help – new visitors, return visitors, or both?
- Is this element in alignment with the website's purpose?
- Could this element be added to another page?

Please feel free to share this resource with others, if it has helped you. ❤️✨

Just be sure to include the following credit, written by:

Yasmin Osman.

[www.yasminosman.co.uk](http://www.yasminosman.co.uk).



## Thinking About Outsourcing?

If this has shown you could use some help, here's some ways I can support you:

1. **Brand Narrative Guide:** You'll receive a comprehensive guide that includes everything from research to messaging to your brand voice. Share your story, expertise and passion behind the hard work you do.
2. **Website Copywriting:** If you want more peace of mind over how your website strategy should work. You'll get strategic copywriting that resonates with your ideal clients, while making it clear who you are and the solutions you provide.
3. **First Look Website Audit:** A report that tells you what works, what doesn't work, what could be better and what the missed opportunities were. You'll get specific, strategic advice you can implement immediately.
4. **Case Studies:** Showcase the projects you're proud of with a success story, highlighting the value you bring to your work. Show off the facts, stats and the real results that someone can achieve by working with you.



### Hey, I'm Yasmin!

I help businesses become memorable at what they do best, with a powerful narrative that *deeply* resonates with their audience.

I offer done-for-you services, so sit back and relax, while I put my skills to work and help you invite your dream clients to click and convert.

If you've enjoyed this guide and want to stay connected, follow me on [LinkedIn](#) and [Instagram](#). If you want to contact me, email me at: [vasmin@vasminosman.co.uk](mailto:vasmin@vasminosman.co.uk). 