



greenmellen

How to Create a Homepage that Converts

We'd all love to believe that every element of our websites will be read, acknowledged and appreciated. But, the reality is this is not the case.

At best, a website has seconds to encourage users to browse for something of value to them, and if their needs aren't met quickly, they will move onto the next thing.

If you want to convert your website visitors into loyal customers, building a connection with users needs to happen instantly. One of the best ways to ignite this relationship is by creating a homepage that intentionally builds trust, shows authority, and clearly displays your company as the solution to their needs.

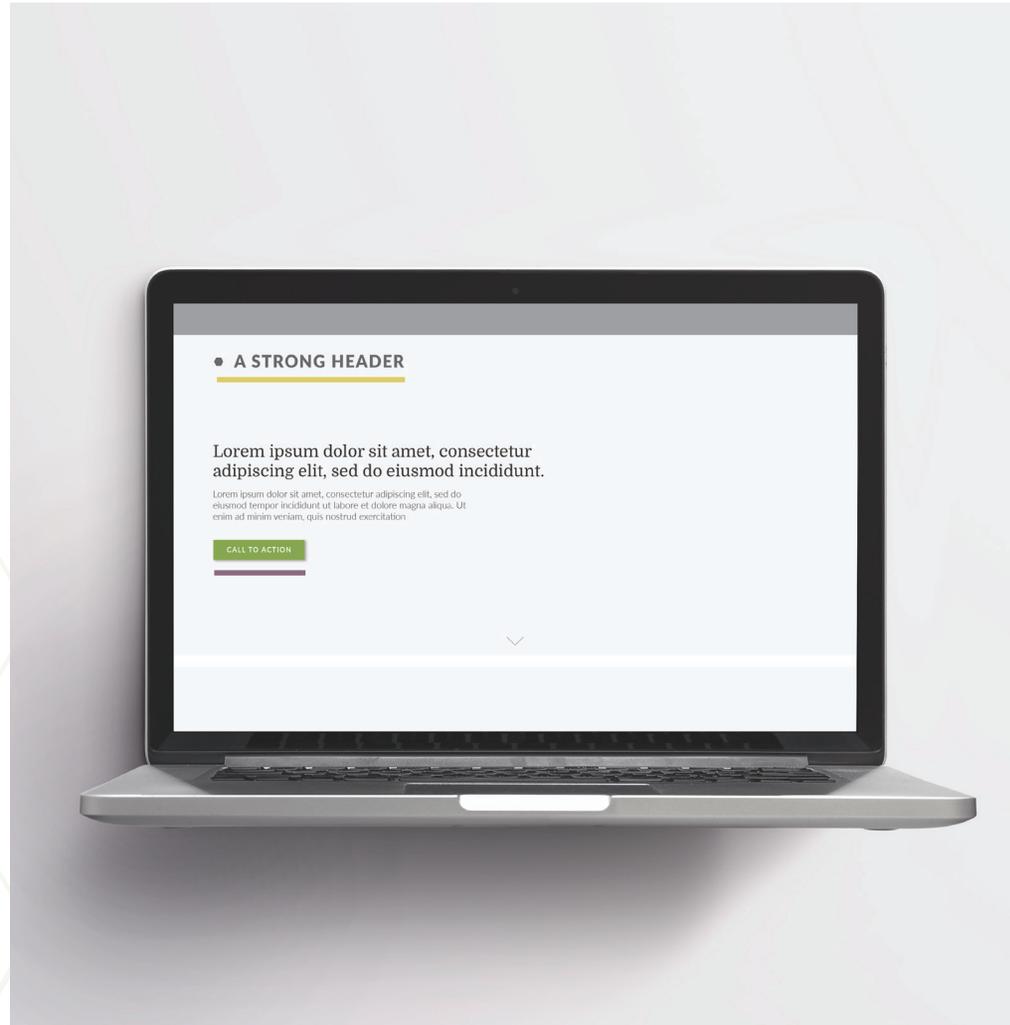
Get to know what elements are needed for your homepage to convert visitors into lifelong customers.

A STRONG HEADER:

This is the top section of your homepage that lives **above the fold** (meaning no one will need to scroll down to see this section). Within this area lives a headline and subhead that should clearly state the following:

- **What do you offer?**
- **How will it make people's lives better ?**
- **What do they need to do to buy it?**

It's a tricky thing to accomplish in such a small piece of website real estate, but if you can succinctly tell your visitors how you will solve their relevant challenge, they will feel encouraged to click on your main call-to-action.



OBVIOUS CALL-TO-ACTION:

“Learn More” or “Get Started” are two common calls-to-action (CTAs) you see on websites. While these vague phrases are easy “go-tos”, your homepage CTA needs to be something that visitors can either accept or reject.

Your call to action should be clear and direct; whether it’s “Buy Now” or “Call Now,” don’t be passive; rather make it very clear what the next step in the buyer journey is.

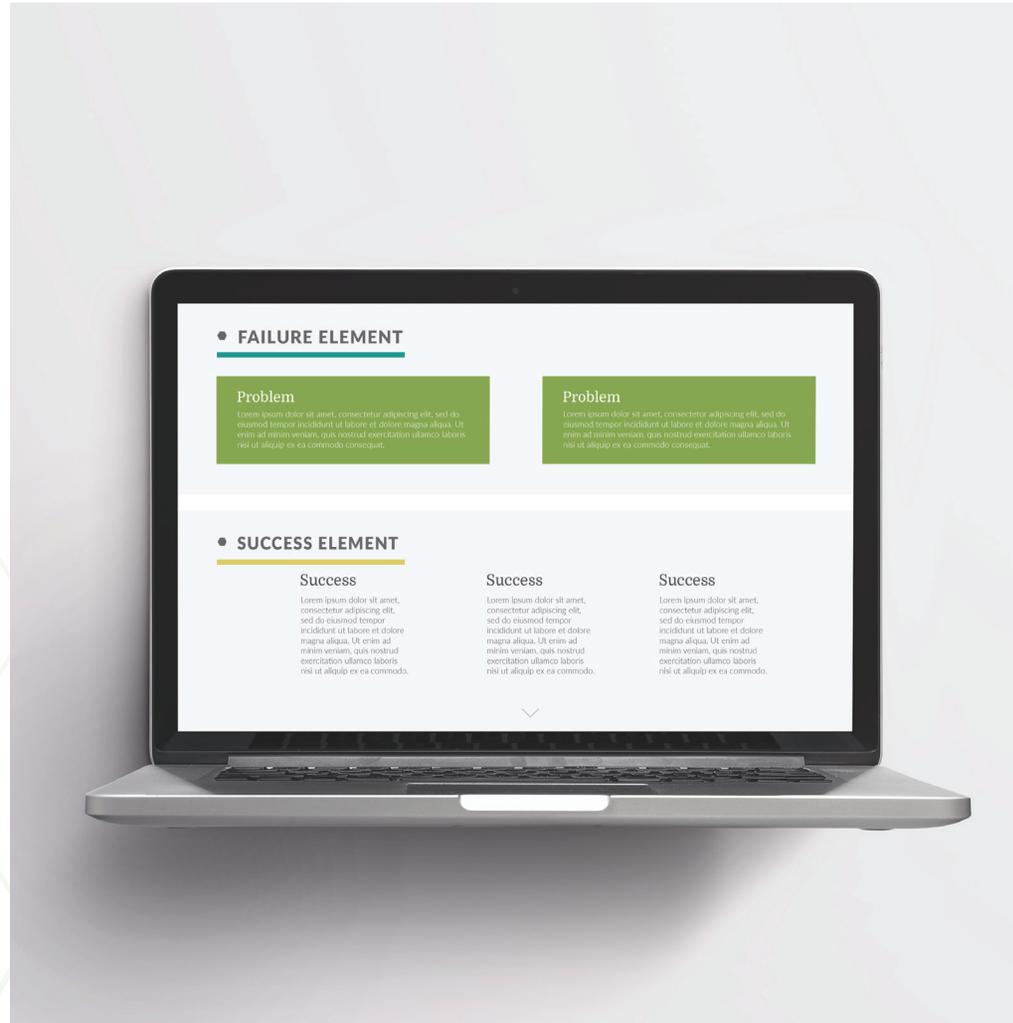
Placement of the CTA is just as important as the wording. Since people typically read in a Z format (left to right, back across the middle, and left to right again), this call-to-action should live in the top right corner of your website, as well as strategically placed throughout the body of the homepage to capture your users’ attention at opportune moments.

Additionally, make your CTA stand out from the rest of your elements by making it a complementary color that pops on the page.

FAILURE ELEMENT:

Projecting negativity is not something many businesses think about when writing their homepage content, but there are benefits to explaining the negative consequences that may happen if your prospect doesn't buy from you. There certainly are reasons why people should choose you over the competition; spell those reasons out for them.

By identifying the problem people have and positioning yourself as the solution, you will attract these users to your brand and persuade them to take the next step to inquire further.



SUCCESS ELEMENT:

After giving visitors a salty taste of what failure looks like, reel them back in with a taste of sweet success.

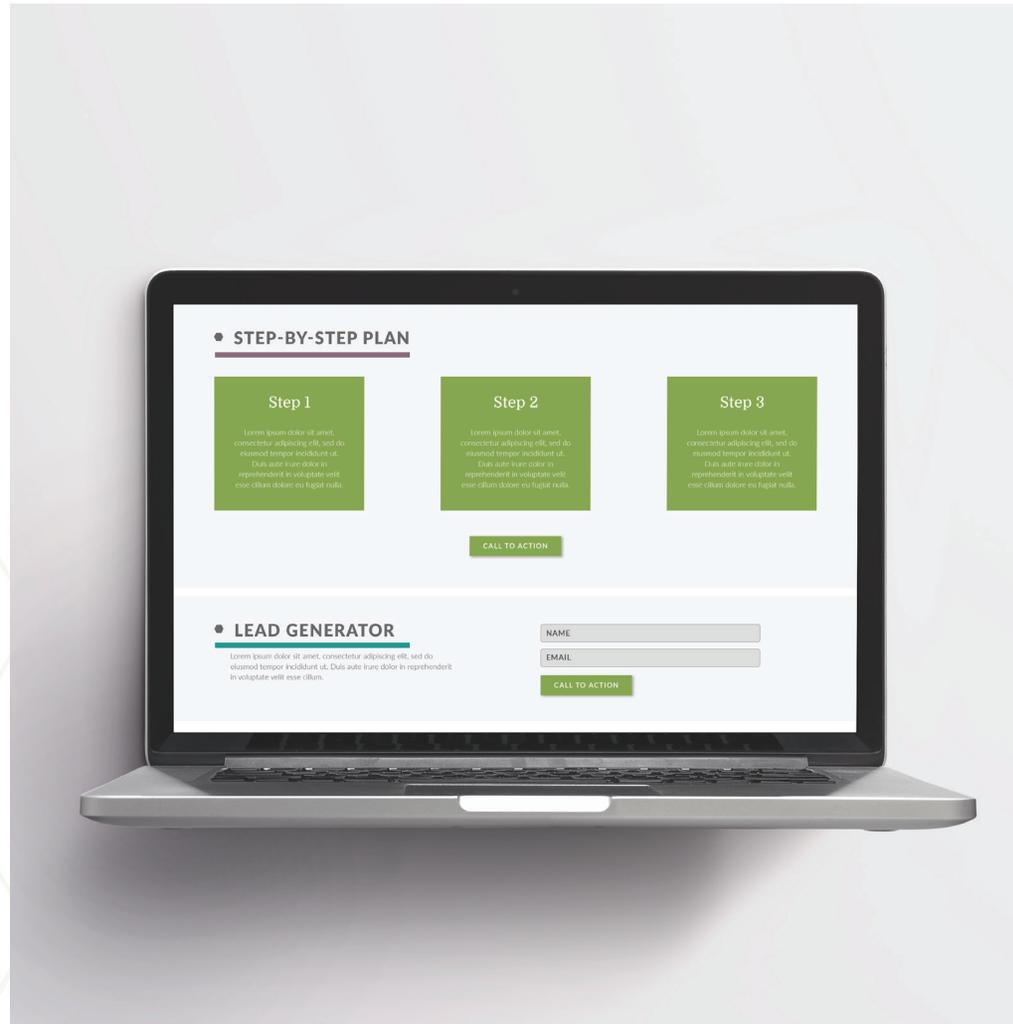
Now it's time to show your value and clearly state the benefits a partnership will bring in the future. Below this persuasive statement would be a great place to add another call to action.

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STEP-BY-STEP:

Embarking on a new project or partnership is often a daunting process. There are a lot of expectations and unknowns.

To ease your prospect's concerns of working with your company, provide them with a simple step-by-step plan to getting started. Limit this process to no more than three to five steps. By doing so, any existing fears or unknowns will be alleviated.



LEAD GENERATOR:

Even with all the right elements in place, you won't convert 100% of your users into new leads immediately. For this reason, it's beneficial to offer a lead generator to not only leave your prospect with a valuable takeaway, but also to capture visitor information for your own reference.

A lead generator can come in many forms, but they all have the same goal: to trade something of value (whether it's a whitepaper, ebook, webinar or template) in exchange for contact information.

With this contact information, you can now follow-up with relevant email touch points and communication to aid in the buyer journey and answer any lingering questions they may have.

We hope we've inspired you to take a fresh look at your homepage. If you would like assistance creating a homepage that will convert prospects into leads, contact GreenMellen and let's build a brighter web together.

LET'S GET STARTED