



## **BUILD YOUR BRAND ONLINE WITH A COMPELLING HOMEPAGE**

The foundation for a powerful presence online is a compelling and engaging website. It is the hub for your brand and all of your online activities. With the right copy, visuals and resources, it can position you as an authority in your industry. Ultimately, your website must represent your message, personality and purpose.

Your homepage is the most important page on your site. Most likely, it is the first thing that someone will see when they find you online and you must immediately capture their attention. If you are using a tool like Google Analytics and find that a lot of people are bouncing from your site once they have viewed the homepage, then you aren't being clear and engaging.

When creating an effective and powerful homepage for your site, you must ask yourself two very important questions:

- 1. What is the ONE thing you want visitors to do when they come to your site?**
- 2. What is the outcome people receive from working with you?**

One of the most important things is to capture a name and email address for your list. As service professionals, many of you are trying to grow your tribe and create a community around your brand. You want to offer an incentive – a special report, checklist, audio recording etc., for people to sign up with you.

You also want to be VERY clear about what it is that do, and most importantly, what is the outcome people achieve by working with you. Will they attract more clients, make more money, get more organized, create and implement a strategic marketing plan, etc.? This must be front and center and easily accessible on your homepage.

**Here are ten points to remember when creating a compelling homepage:**

- ✓ Don't overwhelm people with too many directives and things to do
- ✓ Ask yourself question #1 above and focus on this one action step
- ✓ Tell people exactly what to do – for example, tell them to sign up for your special report and they will get your weekly newsletter on office organization tips
- ✓ Tell people exactly where to go – once they have signed up for your report and newsletter, direct them to another area of interest on your site, such as your blog or office organization service packages
- ✓ Use logos, colors and images that are in keeping with your brand personality

- ✓ Don't get creative with names on your navigation bar – keep it clear and simple
- ✓ Make your copy personal and conversational – you want to engage and connect, not sound stuffy and corporate
- ✓ Keep copy to a minimum – remember that people scan, not read, online and have VERY short attention spans. You need to get to the point quickly and concisely
- ✓ Whenever possible, “show it, don't just say it” – images will set the tone for what it's like to work with you and your company
- ✓ Give people a reason to come back – update your website frequently with fresh content – videos, reports, resources, etc. and highlight it on the homepage

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Liz Dennery Sanders wants you to build your buzz and be successful beyond your wildest dreams. As the CEO of Dennery Marks Inc., a brand development and celebrity outreach firm, she founded **SheBrand**, to help female entrepreneurs build powerful personal brands, attract more clients and position themselves as authorities in their industries. You can reach her directly at [info@shebrand.com](mailto:info@shebrand.com) or [www.shebrand.com](http://www.shebrand.com).