

# *How To Come Up With Your Home Page Content*

➤\_Harvey Website Design

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# Home Page

What is the essential content to include on a Home page?



Use this document as a guide to help you come up with the content for your website.

## Remember

1. It should be immediately clear what service or product you provide!
2. Don't add content that does not serve a need.
3. Keep it simple and minimal.
4. Your Home page is not the place to write about you, it's about your future customer and how you can best help them.

# 1. A short sentence that summarises what you do and sells it.

For example:

The company I am making this website for is a boat tours company. They take holiday makers out on their boat to see the local area, the Beara Peninsula. A tag line could be something like:

1. Heading: Experience the Beara Peninsula from the sea on our trusty fishing boat or
2. Subheading: The Beara Peninsula awaits you. Get your sea legs ready for the most exciting way to experience this beautiful part of the world!

Add your Selling Yourself Sentence here:



## 2. What is your call to action?

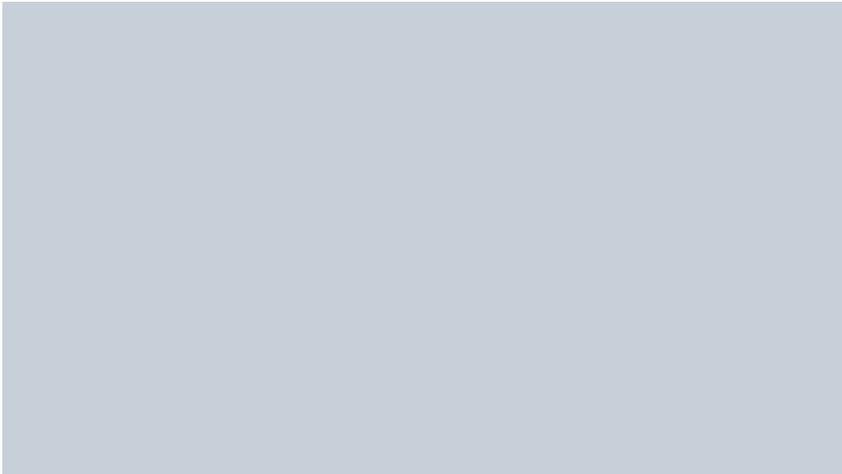
What is the most important action you want a website visitor to take when they visit your website?

For Beara Boat Tours we will want them to book a tour. Therefore we will add a button saying Book A Tour at numerous points on the Home page. This button will automatically take them to the appropriate place to book their tour.

For a Coaching business you may want to encourage visitors to book a free discovery call with you. So, you might place a button connected to a scheduling service, allowing someone to book a call.

If you sell products, do you want to lead them to your Services page where they can view your services or products and hopefully buy from you?

Add your call to action here:

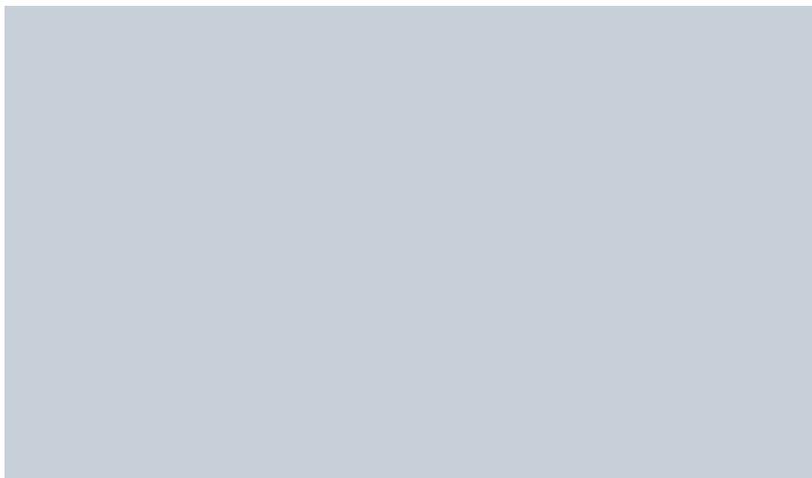


### 3. What are your business's unique selling points?

What makes your business unique? What makes your business better than all the rest? Try and come up with 3. Here are 3 examples for our Boat Tours company.

1. We are the only boat tour company that takes visitors out on an original fishing boat. Don't worry, we have added comfort features like toilets, comfy seats and a small kitchen.
2. Your captain is a real fisherman with stories that will have to be heard to be believed!
3. During the summer months we run numerous trips every day so you can fit in a tour at a time that fits your busy holiday schedule.

Add yours here:



## 4. Highlight your products or services.

If you have many perhaps pick the three most popular. For the Boat Tours company I will add 3 different types of tours visitors can choose.

Think of the heading for the service plus a short tag line. For example:

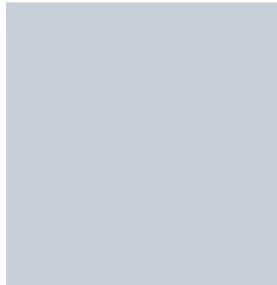
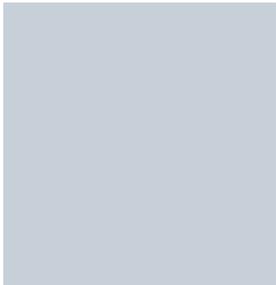
1. Sunset Cruise. Experience the most beautiful sunset whilst feeling the waves below.
2. Family Trip: Make those family memories and experience the Beara Peninsula with the whole family.
3. Seal Searching Trip: Our one goal for this tour is to make sure you experience some of the wonderful wildlife that lives here.

What are your three products or services? Add into the text boxes below

Product 1

Product 2

Product 3



## 5. Testimonials

What have previous visitors said about your products or services? If you haven't got any testimonials or reviews yet then perhaps you could give your product away to friends or family in return for a review?

Do you have any Facebook reviews? If so, you could screenshot those and paste them here, so you can add them to your website.

## 6. Social Media Links

What social media channels do you currently or plan to use for your business?

To make it quick and easy when you are building your website you can find the links and add them here so you can access them quickly:

Facebook:  
Twitter:  
Instagram:  
TikTok:  
LinkedIn:  
Snapchat:  
Other:

## 7. Short About section

On your Home page we will be adding a small introduction to who you or your business are. This should be no more than 4-5 sentences as we will link from this section to the About page.

## 8. Contact Section

Simply record the contact information you wish to use on your website here:

Phone:

Address:

Email:

Other:

## 9. Photographs

Do you have any of your own good quality pictures you can use on your website? If not you could get some done by a local photographer or get a friend to help take some with a good quality smartphone.

These photos should help website visitors better understand your products, service or business.

You can get free professional photographs on websites like Pixabay or you can pay small subscription fees for something like Canva.

# **Are You Ready To Build Your Website?**

Let me show you exactly how to do just  
that with my online video course.

**Build Your *Amazing* Website**