

Homepage Worksheet

Tips:

1. A short introductory text to clarify your offering is important
2. The primary goal of your homepage is to show people what you do within 3 seconds.
3. The secondary goal of the homepage is to help visitors find what they are looking for.
4. Trust will be another goal.

1. What are the first 1-3 actions that you would like your customers to do when they reach your website?

1st Action	2nd Action	3rd Action
<input type="checkbox"/> Call	<input type="checkbox"/> Call	<input type="checkbox"/> Call
<input type="checkbox"/> Schedule Appt.	<input type="checkbox"/> Schedule Appt.	<input type="checkbox"/> Schedule Appt.
<input type="checkbox"/> Download PDF	<input type="checkbox"/> Download PDF	<input type="checkbox"/> Download PDF
<input type="checkbox"/> Subscribe	<input type="checkbox"/> Subscribe	<input type="checkbox"/> Subscribe
<input type="checkbox"/> Learn More About ...	<input type="checkbox"/> Learn More About ...	<input type="checkbox"/> Learn More About ...
<input type="checkbox"/> Complete A Form	<input type="checkbox"/> Complete A Form	<input type="checkbox"/> Complete A Form

2. What is the first feeling or emotion or opinion that you would like your users to get when they first visit your website?

3. What is your claim to fame? What is your unique value proposition? What separates you from the crowd? What are your key differentiators. (This might come from your sales page)



7. Have you thought about the imagery you'd like to add? Do you have your own photos? (Please try to keep your photos to a minimum of 2000 pixels width.)