

A woman is working at a desk. In the foreground, her hands are visible; one is on a laptop keyboard and the other is on a mouse. She is wearing a light-colored top and a bracelet with white and silver beads. On the desk, there is a silver laptop, a white coffee cup filled with dark coffee, a vase with pink roses and a purple daisy, a pink notebook, and a grey fuzzy chair. The background is a plain white wall.

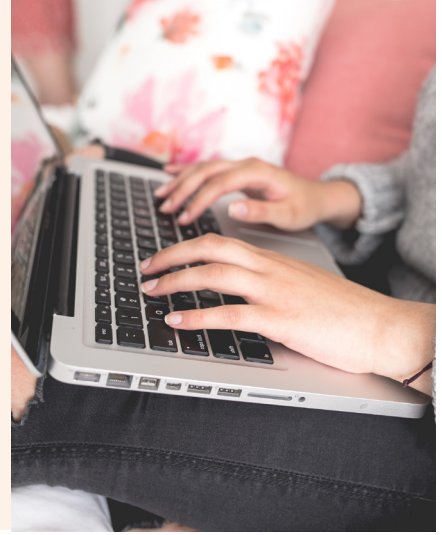
What Does Your Website Need To Include?

Your Website Should Include These Elements In Order to Connect With Your Target Audience...

In the ever-evolving landscape of online business, one crucial question remains: Is your website effectively connecting with your target audience? In today's digital age, where competition is fierce and choices abound, the ability to establish a genuine connection with your audience is paramount. It's not just about attracting visitors; it's about gaining their trust, engaging their interest, and ultimately persuading them to make a purchase. In this era of e-commerce, understanding your audience's needs and preferences, and tailoring your online presence accordingly, is the key to success. Let's explore how you can bridge the gap between your website and your target audience to foster trust and drive conversions.



The contents and elements needed on a homepage can vary depending on the purpose and nature of the website. However, there are several common elements that most websites should consider including on their homepage:



Logo: Display your brand or website logo prominently at the top of the page. It serves as a visual anchor and helps users recognize your brand. You should have your logo as a jpg, tiff, png and ai. Each of these formats is for a different purpose. Jpg is for digital needs, such as your website, png has a transparent background - so there isn't a white box around the logo, a tiff is used for printed materials such as your brochures, ads, postcards, or fliers and an ai file (adobe illuststrator) is for your logo to print on merchandise, such as t-shirts, mugs, tank tops, hoodies, bags, water bottles, etc.

Navigation Menu: Include a clear and user-friendly navigation menu that directs visitors to key sections of your website. This menu should be easy to find and use.

Hero Section: This is typically a large, attention-grabbing area at the top of the homepage. It often contains a headline, a brief description of what your website offers, and a call to action (CTA) button that encourages visitors to take a specific action, such as signing up, exploring further, or making a purchase. Your homepage is like a book cover. It should look different than

the other pages. It should grab your audiences attention within 7 seconds. They will either stay on your page and look further into what you have to offer or they will go to another website. When someone lands on your homepage do not have the text say "Buy My Service" with a button. People just landed on your page and don't know who you are and what you are about. You need to connect to your audience first. Let them get to know you and then they will trust and buy from you.

Images or Visual Content: Use high-quality images or visuals that are relevant to your content or products. These can help capture the visitor's attention and provide context for your website. Remember, this your business website, not a dating app. Keep your photos professional.

Key Features or Benefits: Highlight the key features or benefits of your product, service, or content. This can be done through text, images, or both.

Social Proof: If applicable, include testimonials, reviews, or logos of well-known clients or partners to build trust and credibility.



Content Sections: Include sections that showcase your main content, products, or services. These might be presented in a grid or list format.

Call to Action (CTA) Buttons: Throughout the homepage, include CTA buttons that guide visitors toward the actions you want them to take, such as signing up for a newsletter, making a purchase, or exploring more content.

About Us: Provide a brief section that introduces your brand, mission, and the team behind the website. This helps visitors connect with your story. This is not where you put your resume and list every job you have ever had. Make it personable, so people can relate to you.

Contact Information: Include contact details or a contact form for visitors to reach out to you if needed. This can be in the footer or a separate section.

Newsletter Signup: Encourage visitors to subscribe to your newsletter to stay updated with your latest content, promotions, or news. Collecting and increasing your email list is huge. Social media may go down at any moment but having your email list is how you control who you are reaching out to.

Latest Content or Updates: Display links or snippets of your most recent blog posts, products, or news articles to keep visitors engaged. Writing blogs allows your website not to remain static. It will increase your traffic.

FAQ Section: Address common questions or concerns that visitors might have about your website, product, or service.

Responsive Design: Ensure that your homepage is designed to be responsive, meaning it looks good and functions well on various devices and screen sizes.



Visual Consistency: Maintain a consistent color scheme, typography, and overall design style to create a cohesive and professional look.

H1 - Headline 1 large text. Can be in color.

H2 - Headline 2 - smaller text than H1.

Can be in color.

H3 - Headline 3 - smaller text than H2.

Can be in color.

Paragraph - text should be black. Same paragraph style on each of your pages. Flush left rather than centered- it's easier to read.

Narrower widths (Think of any magazines you read.) Easier to read with smaller widths rather having your text width go all the way across your website width.

Performance Optimization: Ensure that your homepage loads quickly and doesn't have excessive elements that may slow down the user experience.

Remember that the specific elements and their arrangement on your homepage should align with your website's goals, target audience, and the content or services you provide. Conduct user testing and gather feedback to refine your homepage for the best user experience.

Your Website Checklist



Logo

- Professionally designed- Needs to be simple, legible, memorable.
- Easy to scale your logo up (if you print it on a large banner) or down (if you print an small ad in a local magazine) and it should be legible
- Have different formats of your logo, jpg, tiff, png and ai file.
- Logo is legible,easily identifiable and big enough to see it on your website.

Website Homepage

- Clear message on what your business is about
- Logo
- Simple easy to navigate your navigational bar
- CTA
- Validations

Website must have's

- A pdf to download to collect your email list.
- Link to all your social media - make sure it works
- About page - personable story about you so people can connect with you.
- High quality photos (not from your phone and then crop out someone on your left side....)
- Paragraph text is black and same typeface throughout the website.

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