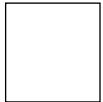


HOW TO  
BUILD A  
**Winning**

**Online  
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Homepage**



# How to Build a Winning Online Business Homepage



## 1. Write a website tagline that states what you offer and makes them want to know more

A few guides for writing a winning website tagline by yourself:

**Keep your words extremely simple**, and don't expect your site visitor to have any prior knowledge. Avoid jargon at all costs!

**Pare it down to the bare minimum.** Aim for no more than 8-10 words that convey how your customers benefit from your products or services.

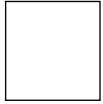
**Use the formula below.** When in doubt, use a simple formula like the one below, filling in your own information in the boxes:

[BUSINESS NAME]

helps [IDEAL CUSTOMERS]

to [DO/BECOME/ACHIEVE]

so they can [HOW IDEAL CUSTOMER BENEFITS]



## 2. Guide visitors to places on your site where they can dig deeper

Every website is structured differently, so it's your job to show visitors where they can find more information on *your* website. There are a few methods you can use for this.

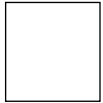
**A Start Here page.** A Start Here page is a perfect page to link to from your homepage if your site is newer and isn't yet fully stocked with content. It's an overview of what people will find where, with links (and perhaps images) so they can go directly to the part of the site they're interested in.

What do you want to be sure your site visitors can find on your website?

**Cornerstone content pages.** Cornerstone content pages focus on a single subject you write about frequently on your site.

[I wrote about cornerstone content pages for Copyblogger here.](#) And [here's a 60-second animated video](#) that I art directed that will help you understand cornerstone content pages.

So ... what topics do you talk about over and over on your website? Use this space to map out which topics you'll build cornerstone pages around that you'll link to from your homepage.



### 3. Encourage homepage visitors to stay connected via email with an opt-in incentive

People will join your email list to get something that will benefit them *immediately*, so plan an opt-in incentive that delivers an immediate (and significant) result.

So make your opt-in offer tantalizing, short, and useful. Think: checklists; worksheets; tip sheets; resource lists; video tutorials; how-to guides.

What can you offer that's going to make your site visitor say, "I HAVE to get that!" as soon as they see it?

**That's it.** Once you're pleased with all of the above on your homepage and you have ...

- A compelling website tagline
- A clear, useful guide to more information
- An irresistible opt-in offer

... you are DONE. Get these three things right and you will have a homepage that invites and delights!