



## *Making First Impressions*

# Websites that Lead to Sales

*By Kevin Rehberger, Fortune Web Marketing*

Making a good first impression is critical to sales. When people visit your website, the first thing most of them will see is your homepage. A good homepage should offer a brief introduction to your products and services. It should also offer opportunities for visitors to explore your website further. This is crucial if you want to convert visitors into paying customers. Let's discuss a few design elements that can help you get more homepage conversions.

One element every homepage needs is a strong headline at the top. People searching online are not patient, and they are not interested in reading a wall of text about your business. Write a short, snappy headline that explains what your business provides.

Below the headline, go into a little more detail about how your services can help people. Discuss some of the benefits people get when they partner with you. Keep this copy short and concise, because the faster visitors understand what you are offering, the better. Your homepage also needs calls-to-action (CTAs). These buttons are important, as they will direct visitors to pages that will convert them into customers. Make sure your CTAs contrast from the rest of the page so they stand out to visitors.

Focus on developing around 2 or 3 CTAs for the homepage, and have them lead to pages with forms for visitors to fill out. These pages have a stronger chance of converting visitors. Avoid designing too many CTAs, because doing this can overwhelm and confuse visitors.

Another good element to build is a navigation bar. Since you cannot overstuff your homepage with CTAs, you need to provide visitors with another way to get around. The navigation bar should be useable on each page, and it should be right on the top of the homepage.

Keep navigation simple so anyone can get around your website without any trouble. Make sure to list subcat-

egories under the proper parent categories so people can find what they need. You should also build out a search bar so visitors can search for specific products.

Adding a video to your homepage is also a smart move. Visitors are attracted to visuals, so presenting a quality video can keep people from clicking off. Create a video that introduces your business, and use it to explain your services in more detail. This is a great way to introduce your story, as well as your company values.

Next, you should implement testimonials and customer reviews. These elements are important, because they reinforce the concept of social proof. This is the idea that people will copy the actions of others if their experiences were positive.

Reviews and testimonies are great success indicators, as they let visitors know that others enjoyed your services. This establishes trust right away, which is crucial if you want to make new conversions.

Lastly, include some contact information so people can reach out to you. Even if you have a contact page in place, putting your phone number and address on the footer of your homepage will not hurt. This way, visitors can reach out to you right away if they have any questions or concerns about your services.

Incorporating these elements will make your homepage stronger and more engaging. Getting people to visit your website is hard enough, so work to build a homepage that keeps people around.

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