The Power of 3

HOME PAGE CONTENT STRATEGY

1
OVERALL CLIENT GOAL

What is your number 1 goal that you want your visitors/potential clients to do?

ex: contact you to book your services, subscribe to your newsletter, purchase your products from your shop, enroll in your latest course...etc.

2
WEBSITE GOALS

How on your website can you encourage your clients to do your overall client goal?

ex: to establish credibility, create a level of confidence and transparency in your structure to build trust, inspire your future clients by showcasing your skills with past clients, demonstrating your authority and expertise....etc.

3
LIST OF HOME PAGE CONTENT TO ACCOMPLISH BOTH CLIENT + WEBSITE GOALS

Keeping your primary client goal in mind, along with your top website goals, what pieces of content are most important to showcase on your home page?

ex: If you are a designer and you want to get your clients to contact you in order to book your services, and you want to demonstrate your authority and expertise in your industry; a header image of you to put a face with a name helps build trust and create reliability, while showcasing your primary services provides transparence and clarity into WHAT you do, with a supporting portfolio section or testimonial slider can provide "social proof" and inspiration.

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