Home Page - Why So Important?

Your homepage is the face your website shows the world – literally. Regardless of how amazing the content of your website on the inner pages, without a fantastic home page, there really is little point. Luckily, you don't need to do it alone – there are companies which offer ecommerce web design in Melbourne and elsewhere to help you make your website home page stand out for all the right reasons.

A home page needs to be compelling. It needs to reach out and grab the attention of your potential customer base, and ideally convert all that traffic to active business and sales. It also needs to have authority on search engines – so that when consumers search online, your website pops up quickly and at, or at least very near to, the top of the list.

It is said that web users take just seven seconds to decide whether to stay on a page or move onto another website – this is all the time you have to engage your audience enough to get your message across.

Here is how to make your homepage work for you...

- Clarity – make it clear what you are about and what you offer potential customers.
- Try to make your whole home page fit on one screen – users will become bored quickly if they need to scroll down through numerous screens to view the home page.
- Communicate your value proposition in your headline – remain focused and don't confuse the issue. Make it short, and to the point. A mission statement is the easiest way to achieve this.
- Text. Every home page should have some text content, explaining what it is offering or selling. It should be easy to find, easy to read, and broken into paragraphs or bullet pointed. It should not be hidden at the bottom of the page. Additionally, text content is imperative for search engine optimization purposes. Between three hundred and five hundred words is ideal. Many sites only offer graphics on the home page (especially fashion and accessories sites) – this is a big mistake.

- Make links to interior pages easy to navigate. Minimise the number of inner pages by using sub menus where applicable.
- Don't overdo the graphics. Your home page should be fresh, simple, and clean; not busy or overwhelming for users. Avoid difficult to read color combinations of text and background, and never have flashing on your page – not only is it annoying, it can cause migraine and even seizure in some users.
- Encourage your visitors to feel welcome and to be reassured that you are a trustworthy website. If you accept payments, have a secure payment setup. (This is where **ecommerce web design in Melbourne** can be of enormous help). Avoid hype on your home page; simply offer a welcome to users and basic information regarding what you are about.

Follow these very simple steps to get started – your home age is the face your business shows the world. What do you want yours to say?