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# HOMEPAGE GUIDELINE

This guideline is taken from the 'Story Brand' framework by Donald Miller. You can read more about building a story brand at [buildingastorybrand.com](http://buildingastorybrand.com)

LOGO

HEADER SECTION

VALUE PROPOSITION

THE PLAN

AUTHORITY

EXPLANATION

## 1. HEADER SECTION

The best way to make sure your homepage is clear and simple is to start with a header that spells out exactly what you offer. This area is the first thing your visitors will see. Make sure it explains, in about two seconds, what you offer. For example:

- The most reliable plumbers in London
- We help you plan the perfect vacation.
- Financial consultants for start ups and SMEs.

You may also put a few bullet points underneath what the company offers if you want to give the header a more attractive offer. It might be:

- Best Prices
- Years of experience
- Extensive client portfolio

This is not the time to be cute, clever, or vague. If you confuse people here, they're gone.

## 2. VALUE PROPOSITION

Customers need to know what they get when they buy your product. They're asking, What's in this for me? Will I save money or time? Will I reduce risk or frustration? In this next section of your site, spell out the values you offer.

On the web, we tend to scan rather than read word-for-word, so consider framing these value points as icons with short descriptions beneath them. That way, people will understand them quickly and easily. Bullet points work, too; just nail down what the major aspects of value are.

## 3. THE PLAN

In the next section, spell out a three- or four-point plan that shows customers how to do business with you. Keep it simple, and again, make sure you use icons, numbers, or bullets to make it scannable.

## 4. AUTHORITY { CLIENT LOGOS & TESTIMONIALS }

Including three or four customer testimonials will greatly enhance your authority and show people that what you offer really works. Use testimonials that speak to the major objections prospective customers face. For example, if price is a factor, make sure you feature a testimonial that says what a great investment the product was, or how much more money someone's made as a result of doing business with you.

Next, make room for logos of notable businesses you work with or press outlets you've been featured in. This is another way of giving your business outside credibility. The great thing about including logos is it doesn't take up much room on your homepage, and yet it allows your visitor to check off the "do these people know what they're doing?" question in their brain.

## 5. EXPLANATION

Writing a longer explanation about why people should do business with you is a great addition to a homepage, especially for your more interested prospects. This section can be 400 words, but remember to orient it toward the needs and pain points of your prospects.

As you're planning this section, remember that you can free up more space by simply showing the first few lines of copy followed by a "read more" button that people can click to expand the rest of the text.

## 6. FOOTER

Many websites feature too many navigational options at the top of the page. Instead, relocate these options to the bottom of the website or 'footer'. It might include links to Contact, FAQ, About, Employment options, etc. Those areas are easy to find for those who are looking, but they don't clutter up the top section and confuse potential customers.