

A woman is shown from the chest up, wearing a white bathrobe and a white towel turban. She is wearing large, dark sunglasses and has bright red lipstick on. She is holding a white mug with both hands; the mug has a pink lip print on it. The background is a plain, light-colored wall.

# Ultimate Home Page Checklist

[@iamkatehardin](#) | [Moon Ice Designs](#)



# Here's what you need:

- To sign into or up for the website builder of your choice. I love [showit.com](https://showit.com) if you're on the fence!
- To include a menu that allows visitors to navigate to the rest of your site (because without this, boredom creeps in and they might click off!).
- A section that introduces you. This might be a little intro paragraph about why you started your biz, etc. Keep this at 3-5 sentences max. It can link to another page specifically designed to tell your story.
- A section that displays your offer(s). Ideally, include some testimonials. This can link to a sales page or a page specifically designed to showcase your offers.
- Multiple CTAs (Call To Actions) for your main offer. Here's some that convert well: I'm ready to do this, [your name]!, Sign me up!, Enroll now!
- Any resources you can give freely or as incentives to join your email list. Think: freebies, affiliate links, etc.
- To include photos of you, preferably your branding photos or whatever you have that is most professional.
- To make sure the page is on brand, which just means everything looks as consistent as possible. Think: your colors, fonts, and style of copywriting.
- [Legal pages](#) and social media links in the footer of the page because we love not being sued and being social!

Note: Above all else, remember that your website's home page is like inviting a potential client into your (digital) home for the first time. If you don't have a website yet and want help, clicking [here](#) is your next step.