Homepage Essentials Checklist

10 Essential Criteria For Creating A Homepage that Engages and Converts

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1. Benefit focused headline

2. An introduction that shares who you are and how you got here

3. A description of who you help and serve

4. A description of your services positioned to solve your customer's pain point

5. The benefits of working with you

6. A photo of YOU!

7. Social proof that shows you're the real deal

8. A specific call to action

9. Leave your audience wanting to know more of what you offer

10. Design that is welcoming and intriguing

Need Some Help?
Let's Chat!

Have any questions about this checklist?
Or stuck on creating the homepage of your
dreams? Send me a direct message on
Instagram and I'll provide you some
personal feedback and advice.

@Thecraftedwriter_