

HOMEPAGE HOMERUN SCORECARD

Test your website with this essentials checklist:

Design & Architecture

- Uses effective architecture (menu, navigation, flow, footer) to help visitors navigate, while guiding their actions to information you deem important.
- Each target segment feels included — they can see a place for themselves at your site, such as a menu label linking to specific content or a picture they can identify with.
- Enables visitors to do and find what they want in as few clicks as possible.
- Offers a limited number of choices (menu items, buttons, links, etc.) to reduce indecision, frustration and avoidance.
- Eliminates redundancy, clutter and confusion, which causes *friction* which interrupts visitors' actions. *Less is more.*
- Avoids website cliches, like the "Welcome" headline instead of a benefit-driven one; or an image of the "Space Needle" instead of a meaningful one that supports your brand and/or unique selling proposition.
- Colors, fonts, logo, icons and other imagery are consistent with your brand.
- Builds on credibility with *trust factors*, i.e., current copyright date, policy/privacy, partner/media icons, testimonials, etc.
- Functions correctly; no broken links.

Visible to Search Engines

- Site is fully optimized (see our *SEO Guide*).

Communicates Effectively with the Visitor

- Has what visitors are looking for, which means you need to know what that is. If you don't, use the *FAQ method*.
- There's sizzle and steak (strikes an emotional chord while addressing capabilities, which builds confidence and trust that you can do what you claim).
- Shows you understand the visitor's needs, problems and pain points (not literally stating them, but uses language that shows you do).
- Aligns with the visitor's knowledge level (uses words they understand and care about).
- Doesn't state the obvious, which is a waste of the visitor's time and takes up valuable real estate.

Delivers on Why They Should Choose You

- What you do is very clearly stated (you've got 8 seconds).
- Highlights business differentiators that visitors care about, so you stand out from the competition (see the *Red Block Analysis*).
- Images tell your unique story.

Did you make the grade? Give yourself 1 point for every checkmark.

15: You're a website superstar.

10-14: You've got some fine-tuning to do.

9 or less: Time to learn more about what makes a great homepage with *Homepage Homeruns*.