

jellyfish

BUSINESS GUIDE

Optimise Your Home Page Content

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Introduction

Summary

Optimise the content on your homepage.

Problem

The content on your home page is very important. It's your first chance to make a good impression with both your customers and Google, through your use of language and your tone of voice. A well written and accurate homepage will encourage people to get in touch, and will also help improve the search engine rankings of your website. Also, keep your keyword research to hand when writing your content.

Solution

Learn how to write in a way that drives your audience to action.



Your website content needs to be interesting and compelling; clearly and concisely explaining your business, while taking researched target keywords into account.

Google wants you to create high-quality content:

“Provide high-quality content on your pages, especially your homepage. This is the single most important thing to do. If your pages contain useful information, their content will attract many visitors and entice links to your site. In creating a helpful, information-rich site, write pages that clearly and accurately describe your topic. Think about the words users would type to find your pages and include those words on your site.”

To help you improve your website content, we will look at four essential elements:

1. Your headline
2. Your introduction
3. Your call to action
4. Building trust

Optimise your homepage content

Headline

The headline appears as a main title on your webpage. The goal of your headline is to explain your business in one single sentence, and should be designed to encourage potential customers to explore your website further.

We recommend:

- Being specific.
- Adding a benefit.
- Injecting some originality.
- Adding a main target keyword. For example, if you are a candlestick maker, make sure the word "candlestick maker" is included in your headline

**Below are some examples of effective headlines.
They all use different styles, but they all work:**

Compare car insurance and get free £250 excess cover plus a £10 car MOT when you buy with us (Go Compare)

9 out of 10 customers would recommend RAC Car Insurance (RAC)

The better way to find a builder (MyBuilder)

Compare our Fixed & Tracker Mortgage Rates (Nationwide)

For Travel and Deliveries that Matter ((Addison Lee)



Your intro

Once you're happy with your homepage title, it's time to turn your attention to your introduction.

The goal of an introduction is to sell your business and hook your reader into the rest of your website.

- Keep it short.
- Focus on your product benefits (not your features).
- Address the reader directly using words like "you" and "your".

The examples below, show how to keep a reader's interest and avoid using complicated language:

Buying your first home can be a nightmare... until you get the keys. And if you don't know the ins and outs of the property market, it can be even tougher.

But our FREE ebook can make it easy. Thousands of renters have used it to become homeowners in the last two years.

Your call to action

You want your visitors to do more than just read your pages when they arrive at your website. Encourage them to contact you, buy something, or sign-up to a newsletter, by adding one call to action on each webpage.

- Keep your message consistent to avoid upset or frustrating your website visitors, and don't ask them to do more than one thing.
- Spell out what exactly you want the user to do. Don't make any assumptions.
- Keep your call to action visible. If you want your customers to call you, make sure your phone number is easy to find on every page.

You could try something like:

To get our step-by-step first time buyer e-book, all you need to do is enter your email below and click the yellow 'Submit' button.

We'll confirm your registration by email and that's that. It takes two minutes at the most.



Build trust

Customers make purchasing decisions based mostly on feelings and emotions. What elements of your website will encourage your potential customers to feel trust?

- Include testimonials, quotes, pictures of completed work and reviews.
- Offering benefits such as a guarantee.
- Include statistics.

There are lots of opportunities to include content that will reassure customers that they're making the right choice or to demonstrate your proven track record:

We'll never sell on your details to anyone else - the email's just a way of registering with our site.

Join more than 4,792 homeowners who are now on the property ladder after signing up and downloading the ebook.

"We never thought we'd escape the 'renting limbo' but the guide really opened our eyes. It was much simpler than we expected. Definitely recommend a couple of reads at least!"

~ **Mary and Sam**, Homeowners from Stockport

Final Words

Next time you update your website or write a new blog post, keep the four essential elements of good content in mind, and remember the final point made by Google:

"Think about the words users would type to find your pages and include those words on your site."

You can further enhance your content, by using your keyword research to add the exact phrases a potential customer may use to find a website like yours. Don't force keywords into your writing - just bear them in mind and write naturally.

If customers can find you, you are doing a good job, and it's likely that Google will recognise it too, all helping to boost your search engine result rankings.