

Your Homepage: Worksheet

With over 100 million websites on the web – you know the importance of your website and the impact it can have for the end user. Please use this worksheet to gain insight in how your homepage can build relationships and drive action.

1) **WEBSITE GOALS:** Defining what you are trying to achieve and message through your website will provide guidance and focus for your homepage design decisions.

What is it that we want to accomplish with our website?			

- 2) **YOUR HOMEPAGE BASICS:** Your homepage is typically the first impression you have on new constituents. As a baseline, it is important that your homepage encompass the following:
 - a. Answers the questions: "Who are we and why are we here?" perhaps with a tagline or focused imagery
 - b. Includes substance but doesn't overwhelm visitors with content
 - c. Displays pertinent information "above the fold"
- 3) **WHO IS YOUR AUDIENCE:** Understanding your audience is important in how you communicate with them. Determine 4-5 audience types that your organization caters to and for each audience, make sure there is at least one area on the homepage they can identify with and would want to read.

AUDIENCE TYPE	PERSONAS	MOTIVATION/NEEDS

4) GETTING TO KNOW YOUR VISITORS: Collecting visitor information is essential in building relationships, but visitors are less likely to provide information without an incentive. Identify some areas on your homepage where visitors can provide their contact information either directly on the page or within one click. What are the benefits you offer them for providing their information? What kinds of opportunities might you be missing?

NUMBER OF ASKS	WHAT IS THE HOOK	OPPORTUNITIES

- 5) **NAVIGATION FRIENDLY:** A visitor interacts with your website through your navigation. Providing options for visitors is encouraged, but presenting too many options can become overwhelming. To enhance your navigation, consider these best practices:
 - a. Qualities of Good Navigation: For a positive user experience, your navigation should be:
 - i. Intuitive
 - ii. Clean
 - iii. Consistent
 - iv. Visually separated from content
 - v. Clearly define/support user pathways
 - vi. A tool to orient visitors within the site
 - b. Types of Navigation: You should consider the following types of navigation on your website:
 - i. Topical / Informational
 - ii. Action-oriented
 - iii. Utility
 - iv. Footer
 - c. **Use the 7 plus or minus 2 Rule**: Give visitors fewer, more straightforward options so it's easier for them to make a decision. Limit Global Navigation to 5-6 options.
 - d. **Use Progressive Disclosure**: This allows visitors to make a decision and *then* provide them with another series of options based on their decision.

