



2 MINUTE GUIDE

# Home Page Structure: **Maximising website engagement**

Adding buyer psychology to your home page

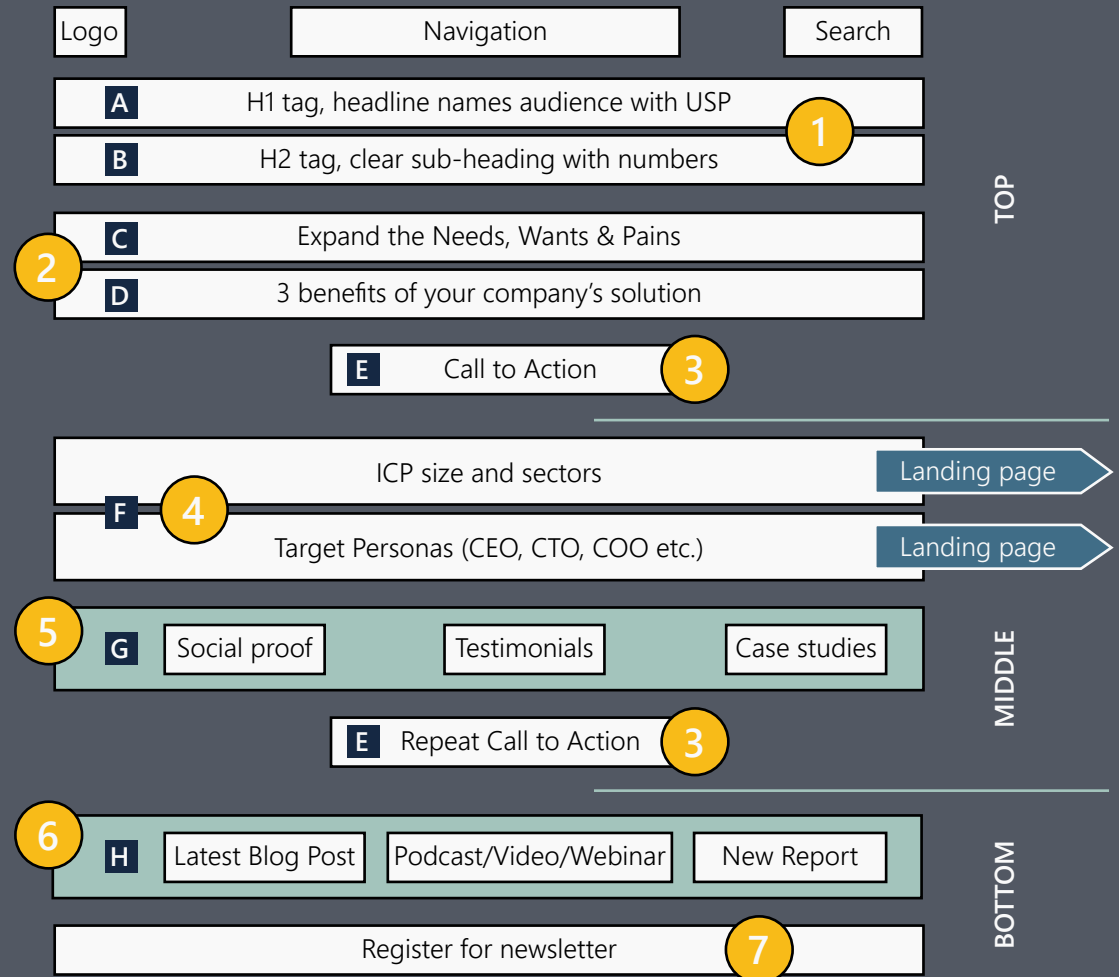


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# Home Page Structure

The top section shows you understand the buyer's problems and have a solution. The middle section gives them confidence you are the right choice, and the bottom section is for those that are not ready to buy.

- 1 Your headline must name your audience and include your USP. Plus clear sub-heading with numbers to prove your value.
- 2 Expand on the problems your audience experiences and then provide the benefits of your solution.
- 3 Add your key call-to-action (book a meeting?) above the fold and repeat it lower on the home page.
- 4 Identify your Ideal Customer Profile (ICP) and Persona, then show you understand their world. Take them to a relevant landing page.
- 5 Give confidence with review scores, testimonials and case studies.
- 6 If they are not ready to buy, give them content that teaches them something they don't already know.
- 7 Encourage them to sign up to your newsletter for nurturing - but give them an incentive by offering exclusive content.



## The Buyer Psychology

- |   |  |
|---|--|
| <b>A</b> Self-reference effect: We have higher recall of information related to our lives | <b>E</b> Commitment/Consistency: We will commit to a big leap if we take the first step    |
| <b>B</b> Cognitive fluency: We trust what's easy to process                               | <b>F</b> Self-categorisation theory: We engage more when we see others like us             |
| <b>C</b> Loss aversion: We move faster to avoid pain than gain pleasure                   | <b>G</b> Social proof/Authority bias: We trust popular experts                             |
| <b>D</b> Self-efficacy/Locus of control: We want to solve problems easily with help       | <b>H</b> Competence/Reciprocity: We feel obliged to return a favour if offered free advice |



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