



2 MINUTE GUIDE

Home Page Structure: Maximising website engagement

Adding buyer psychology to your home page

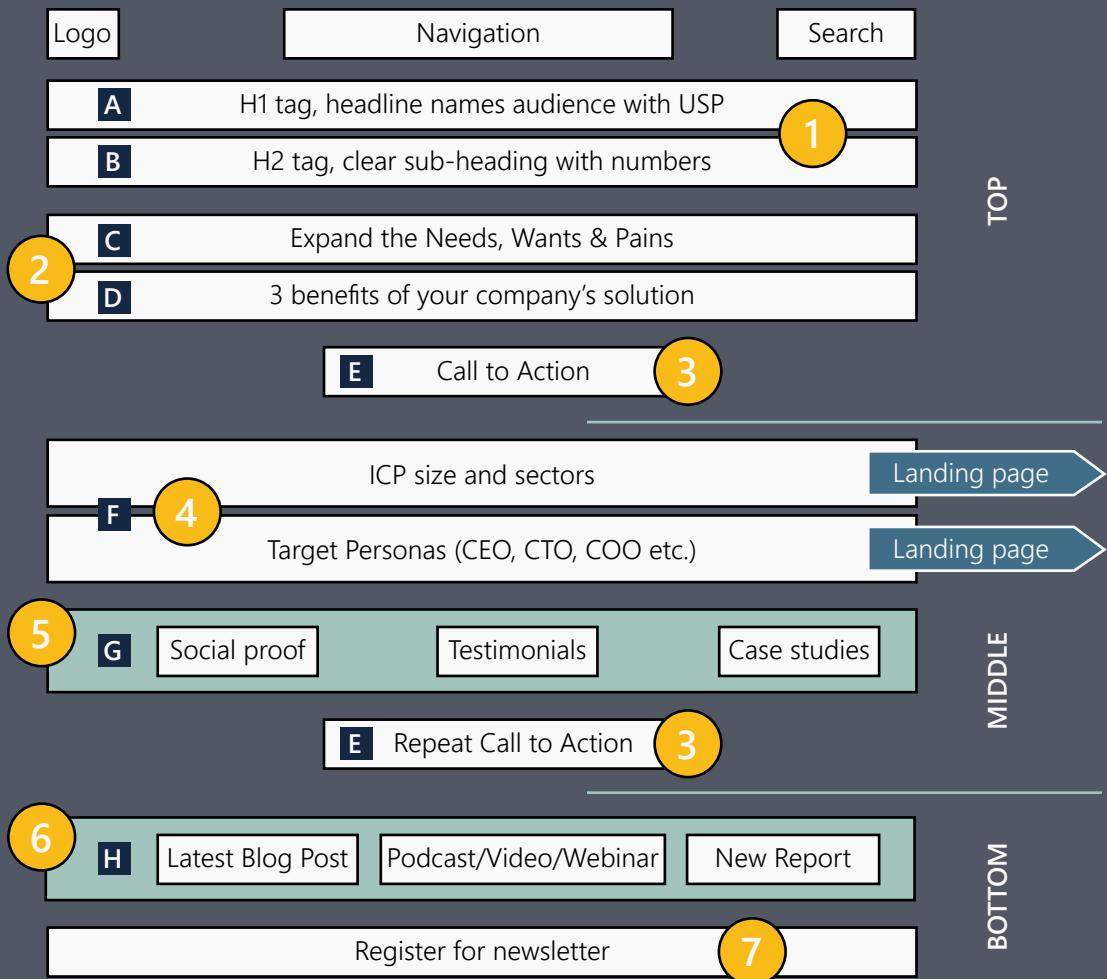


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Home Page Structure

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

- A Self-reference effect: We have higher recall of information related to our lives
- B Cognitive fluency: We trust what's easy to process
- C Loss aversion: We move faster to avoid pain than gain pleasure
- D Self-efficacy/Locus of control: We want to solve problems easily with help

- E Commitment/Consistency: We will commit to a big leap if we take the first step
- F Self-categorisation theory: We engage more when we see others like us
- G Social proof/Authority bias: We trust popular experts
- H Competence/Reciprocity: We feel obliged to return a favour if offered free advice



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