# KEY ELEMENTS YOU SHOULD HAVE ON YOUR WEBSITE HOMEPAGE

DO'S AND DON'T OF HOMEPAGE DESIGN

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# HOMEPAGE FEATURES "SHOULD HAVE" CHECKLIST

- [ ] **Clear headline - describe what you do straight away**
- [ ] **Have clear 'call to action' above the fold**
- [ ] **Have an intro paragraph/elevator pitch describing what, who, why, how**
- [ ] **Link to other main pages - internal links are good for SEO**
- [ ] **Less is more - try not to add too much content. Link to other pages if need be.**
- [ ] **Add images or headings to break up content**
- [ ] **Keep your design elements to 2-3 fonts and 3-4 colours.**
- [ ] **Keep it interesting - use icons to break up text blocks**
- [ ] **Reviews or testimonials**
- [ ] **Newsletter sign up!**

NOTES

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# SETTING UP WORDPRESS
# USEFUL LINKS / NOTES

## USEFUL TIPS:

Use images that are on brand and fit your sit look and feel. Matching colours to your branding is a good way to brand your site without trying to add too much colour or elements. Try not to pick images that look too "stocky" or posed if they're people images.

Optimise your images before loading them onto your website. I use Picmonkey and TinyPNG - TinyPNG is free!
Image sizes: Full width screen is 1920pxl - use this width for full width banner images or background images. Otherwise a smaller size like 1000px width is fine for images taking up 1/2 the page or in a 2 column setting.

Design in rows and add your designs to the Divi library so you can use them again on other pages! I do this with headers and footers so I keep each page consistent.

NOTES