

## How to Build a Homepage People want to Read

Have you checked your web stats lately? I'm curious. Are readers staying on your home page long enough to read to the bottom? If the majority are only there for 10 seconds, chances are the answer is 'no'.

Why? Well, I'm not sure, but I have sneaking suspicion that your content is.....ahem....ho-hum perhaps?

Brothers Chip and Dan Heath have a home run in their new release *Made to Stick: Why Some Ideas Survive and Others Die*.

I've yet to turn the final page, but the take home is very clear:

- ❖ keep it simple,
- ❖ use the unexpected,
- ❖ make it practical,
- ❖ be credible,
- ❖ tap into the emotional pipeline,
- ❖ tell stories.

How does this translate to whether or not people read your home page you ask? Good question.

Almost everything I have learned about compelling web content I've learned from my blogging hero, Brian Clark of [www.copyblogger.com](http://www.copyblogger.com). At one time or another, Brian has said the same things as the Heath brothers about killer web copy, i.e. simplicity rocks, surprises are good, keep it real, be authentic, make the emotional connection, and be a great storyteller.

Take your headline for example. It needs to grab your reader before he clicks the 'back' button, right? This is no small task and not a job for the weak and puny. Are you listening, headlines? No more wimping out.

What are some ways you can build a buff headline? Brian suggests 10 surefire headlines that work, you can read about them here <http://www.copyblogger.com/10-sure-fire-headline-formulas-that-work/>.

The purpose of a great headline is to draw you into the first sentence, and the job of the first sentence is to make you read the first paragraph. The first paragraph should hold you long enough so you continue through to the end.

Once you've pulled the reader all the way to the end for gosh sakes, don't leave them hanging. Give a clear choice. This is your call to action. What do you want the reader to do?

Here are some ideas.

- ❖ Sign up for my newsletter.
- ❖ Check out my free 20 minute consultation.
- ❖ Enroll in the free trial.
- ❖ Take my free mini-course.

You get the picture.

One of the most powerful but overlooked tools you can use on your home page is not what you write but what you don't write. In other words -- white space.

You don't have to fill up every inch of your home page with text. I don't know about you, but I'm super confused when I look at a web page that is wall to wall text. White space is good for you and good for your reader. Everybody needs a break and it might as well come from you.

Take a look at your web stats right now. Is your home page doing its job for you?



Beth Cole owns The WebServant, [www.thewebservant.com](http://www.thewebservant.com), where she helps coaches and consultants prosper online.

You're invited to our FREE 20 minute consultation with no obligation.

**FREE 20 MINUTE  
CONSULTATION**

**Visit my website  
CONTACT page  
[thewebservant.com](http://thewebservant.com)**