8 PRO TIPS

— on —

Front Page Design for 2019

SLOCUM STUDIO
slocumstudio.com

1. 75% of consumers say they base their impression of a company's credibility on its web design. So plan out your message and design carefully before you begin to style your home page.

2. Work your colors and theme based on the top main image or graphic. Color contrast makes essential parts of your front page stand out to viewers eyes, and away from others. Don't be afraid of a lot of blank space. This helps draw the eye to areas that you want to emphasize.

3. Your main graphics or image should tell a story with the support of a text header. Keep the message as simple as possible. Don't overwhelm the viewer with too many visuals on the front page.

4. Apply the rule of thirds to web design. Use an overlay of 2 evenly spaced horizontal and vertical lines, the eye naturally drifts to the cross section. You can use these to place CTA's, relevant information, or links to other pages.

5. Be sure to include an ample amount of text on the homepage using header tags and the main body text that explains what your page is about. But here again, don't overdo it. Simple headlines with a second line of explainer text can be enough. Use links to inner pages, there you can explain in more detail what your product or service is about.

6. Engage your viewer, offer a free downloadable PDF, or video that explains your product or service and what it can do form them. Offer useful content in exchange for their email.

7. If your a brick and mortar location be sure to list your address in the footer of all your pages.

8. Use excellent imagery and graphics, stay away from too much stock photography in favor of real pro quality images of yourself, product or building, etc. Hire a pro photographer it will make a difference!