

THE MOST IMPORTANT ELEMENTS OF A HOMEPAGE

Your homepage is an essential tool for your business and often serves as the first impression to potential customers. There are many important components of effective web design, like white space, font selection, colour schemes, and layout, but the core of a website is its content, not its design. Within a matter of seconds, your homepage needs to introduce your product or service and entice visitors to explore your site further. So what separates a good homepage from a bad homepage, or a good one from a great one?

Logo

Your logo should be visible at the top of your website. It's the core of your business' branding and identity, after all. The logo is a tangible representation that encompasses your products or services and is a key piece for clients to recognize and connect with your brand.



Navigation

Easy to use and understand navigation is a vital feature your website should have in the header. The navigation menu should be easy to locate with items that make sense to new visitors. The viewer should always know exactly where they are on the website and have easy access to where they would like to be. Remember, there is a fine line between an interactive menu and an annoying one, so functionality should be the idea.

Headline

Within a matter of seconds, your website needs to communicate to visitors what you have to offer. A headline with sub-headline or paragraph text should provide a clear description of your business and what you do or the services you provide. This is usually 2-3 sentences of powerful, memorable, and concise text that targets your viewers' needs.

<i>Who We Are</i>	<i>What We Do</i>
<p>VicoloWeb was started with the goal of providing small businesses with an affordable website solution. We always leverage open source technology and solutions whenever appropriate to keep your costs low creating attractive, user-friendly and responsive websites. We offer a stable, reliable service and free web design for charities. Despite working with different businesses/organisations we value the individual relationship that we have with all our clients.</p>	<p>We offer affordable web services for small, medium companies and individuals with good package prices. We create user-friendly, responsive, neat and creative web design representing your products or services professionally. Our aim is to give the website visitors a delightful and pleasing experience. With exceptional customer service at the very heart of our offer, and the strong belief in honesty, transparency and security across all we do.</p>

Quality is the Best Business Plan

Call to Action

The goal of your website's homepage is to pique the interest of visitors and prompt them to delve deeper into the pages of your website. A call to action (CTA) is one way to pull people into the interior pages, begin the selling cycle, or at least initiate direct contact. CTA areas or buttons can be linked to contact forms, subscription enrolment forms, or other pages within your website that provide more information. The easier and more intriguing you make it for the visitor to click this CTA, the better the chance they will invest time in browsing your website.

Apply Now

Content

This is the backbone of your website. It is the reason most visitors are seeking from your website in the first place. Your website text should be informative, easy to read, and concise. Connecting with the visitor and convincing them about how they will benefit from you is essential for maintaining interest. Content will do more than anything else to make your website design engaging and effective.

With competitive pricing for a small business website design packages, free support and an eye for great design, you have come to the right place.

We work with the best technology available to provide the best experience possible in every way, that's why we prefer the WordPress platform as the foundation for most of our work. WordPress is open source and is continuously being updated and improved. When it comes to having a professionally built content management system (CMS), there is no better platform than WordPress. WordPress is the world's most popular cms platform with over 40% of all websites, from hobby blogs to the biggest news sites online.

With a powerful CMS platform like WordPress, you can log in to your website dashboard and use a simplified interface to create your web pages and add content. Then the CMS does the hard work of creating the code for you. For most clients, WordPress provides an excellent platform that has powerful features, is responsive & mobile-friendly, and makes content updates quick and easy.



Website Design Features



Visually Appealing

An attractive website design balancing function and beauty.



Ecommerce

An e-commerce website with a whole range of features. From physical products and digital downloads to subscriptions, content and even appointments, you can sell anything.



Full Website Ownership

It's yours to keep. There's no license fee or annual lease to pay, unlike many built-it-yourself solutions and you can take the files with you.



User Friendly

Presented in a clean, easy to navigate and straightforward way.



Easily Editable

Made with WordPress, a powerful content management system (CMS) that will allow you to make changes yourself without having to know website coding.



Feature Packed

We can include forms, maps, image and video galleries, social media and Google Analytics integration and more.

Visual Design

To put it simply, people are visual, and utilizing great graphics is a good way to make your website more appealing. Your website has about 1/10th of a second to impress your visitor - and potential customer - and let them know that your website - and business - is trustworthy and professional. Photos add a sense of credibility and integrity to a website. However, it's important not to go overboard with too much. Scrolling text, animation, and flash intros should be used sparingly in your web design and only to emphasize a point for maximum effect.



Social Proof

Providing testimonials or customer/client reviews is another powerful way to stimulate trust and establish your expertise. The social proof shows new visitors that you know what you're doing and provides key insights to your product or service. Success stories are a great way to inspire a positive first impression.

“ I want to take this opportunity of thanking you for doing such a fabulous job on my website. You were a pleasure to work with. I will definitely recommend your company to my friends. You always answered my calls and have done what was requested. Thank you once again for all that you have done. I look forward to working with you again.

Footer

An informational footer is arguably as important as your header navigation. Once your visitor reaches the end of your homepage, this area should provide three features: contact information, links, and social media integration. Contact information encourages the visitor to get in contact with you. Links can be a helpful way to provide a mini-sitemap or encourage the user to check out interior pages. Providing links to social media accounts is a great way to encourage visitors to engage with your company on another medium. It also adds to your social proof and provides another method of connection and communication.

