

# High Conversion Home Page Guide

Your Business Needs A Great Website



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# Your Business Needs A Great Website.

A great website combines a fresh, appealing design with a clear message about what benefit your customers receive from doing business with you. Finally, a great website makes it seamless to access your product or service.

There are many platforms to deliver your website on the market. Most of them have comparable pricing and features. But the platform you use is simply how your site gets delivered to the customers computer.

**Mohr Digital Media** brings your website to life! We guide you through each phase of implementation to create a strategy for your website that matches the objectives of your business.

This guide will lead you through the steps to create a high converting home page to drive sales and grow your business!

Let's get started!

## 7 Simple Steps To A Great Home Page

1. Hero Section
2. Negative Outcomes
3. Value Proposition
4. Authority
5. Process
6. Call To Action
7. Lead Magnet

**Book A Discovery Call!**



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# Hero Section.

You might be asking why this is called a Hero Section. The word Hero is directed at the customer. The customer is the HERO! Your product facilitates solving their problem, but they are the lead in the story.

In your Hero section you want to communicate clearly and concisely with few words. Provide an image of a happy customer or your product in a way that clearly shows your product benefits. Finally, you want a clear call to action that states exactly how your offer can be obtained.

## Hero Section Answers 3 Questions:

1. What Do You Do?
2. How Will Your Customer Benefit?
3. How Do People Get Your Offer?

## Example: Exterior Living Spaces

**Heading:** We Create The Outdoor Space For Your Best Days

**Primary CTA -** Schedule Your Free Consultation Today!

**Secondary CTA -** Download Our Guide

Pair Up With An Image of  
A Satisfied Customer!

## Craft Your Hero

Heading

Primary CTA

Secondary CTA



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# Negative Outcomes

What pain or negative outcomes will your customer experience without your offer? How will your offer save your customer from pain? Provide 6 - 10 specific examples of problems you solve.

## Example: Home Services

**Heading:** Have You Ever Experienced A House That's Not Properly Heated or Cooled?

- Is Your System Shutting Down?
- Does your HVAC need maintenance?
- Is Your Thermostat functioning?
- Is there an Electrical Problem?
- Are your vents clear?
- How long will it take to f ix?

## Craft Your Negative Outcomes

**Heading**

**6 - 10 Negative Experiences**



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# Value Proposition

Now communicate the value your product or service will deliver. There are several ways to structure this section, but we will emphasize a value stack. This is essentially three specific benefits in a column, side-by-side. Include some icons to quickly convey what the benefit relates to.

## Example: Coffee Delivery Subscription

1. Easy Ordering - Each Month You Select Your Flavors
2. Fresh Roasted - Delivered Each Month For Your Delight
3. Quality Guarantee - Great Flavor or we Give You a Free Month

## Craft Your Value Proposition

Define The Value Of Your Offering



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# Authority

In this section we want to guide our customer by showing empathy. Display testimonials and customer logos, number of people served and how long you've been in business.

## Example: Dentist Office

**Headline:** Why People Love Local Dental

**Testimonials:** Provide 3 - 5 statements with a specific thing that each customer said. Include a photo if you can get permission!

Display a 5 star rating graphic for visual appeal

## Craft Your Authority Section

Headline

Testimonials

Customer Logos (if applicable)



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# Process

Show people how easy it is to access your offer. Customers want things to be easy, they want things done for them. Make it effortless.

## Example: Conference Event

1. Register
2. Purchase Tickets
3. Attend the event

## Craft Your Process

Name The Steps To Acquire Your Offer



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# Frequently Asked Questions

An FAQ section is a great way to handle objections. Use past customers and social media to discover problems that customers have encountered. Address these issues without compromising your principles.

## Example: Home Theatre Company

1. Q: How Long Does It Take To Complete A Project?  
A: On Average It Takes [N] Weeks, But We Will Clearly Communicate Any Delays And Emphasize Quality In All Our Work.
2. Q: What If I Experience An Issue After My Project Is Completed?  
A: We Stand Behind Our Work, We Will Promptly Resolve Any Issues.
3. Q: What Is The Product Warranty?  
A: Furniture Has Unique Warranty Offerings That Will Be Provided When They Arrive.

## Craft Your FAQs

What Objections Can You Address Via Your Home Page?



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# Clear Call To Action

Provide a clear call to action (CTA) to prompt users to engage and accept your offer. If you are selling a product, your CTA should say, "Buy [PRODUCT] Now!" If you offer a service, "Schedule A Consultation Now!" Keep it simple, clear and direct. Be sure that the customer knows what the next step is.

## Examples:

Book A Consultation Now!

Start Your Free Trial

Sign Up Now

Try It Free

Open an Account Today

## Craft Your CTA

Write A Clear And Direct CTA



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# Lead Generator

Once you've got a user on your site, you cannot let them leave without obtaining an email address. But people don't give away their email address without getting something in return. Now that your potential customer has viewed your home page, if they're not ready to buy, offer them some free value in exchange for their email address. With their email address and a strong email campaign, you can keep your business top of mind and convert more customers.

## Examples:

Top 10 Checklist...

Free Trial

Webinar

Guide to Related Information

Worksheet To Estimate Project Cost

### 3 Main Benefits of a Lead Generator:

1. Establish credibility with potential customers
2. Acquire potential customers email address
3. Build a list of for email marketing to create warm leads

## Lead Generator Ideas

List Your Free Value Ideas Here



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# Congratulations!

You've now built a home page designed to convert! Your complete website will consist of several pages to ensure that customers have what they need to choose you for their next purchase! Below is a list of common pages for your website to properly establish trust and brand recognition!

## Complete Website Structure

1. Home Page
2. About Page
3. Products / Services
4. Contact Us Page
5. Testimonials / Reviews
6. Frequently Asked Questions (FAQ)
7. Portfolio (optional per your business)
8. Resources / Downloads (optional per your business)
9. Privacy Policy and Terms of Service
10. Blog Articles
11. Sitemap

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