



Your Style + Our Tips = Great Design

**There are people that need what you sell
and they need it NOW!**

Stand out from the crowd and grab their attention!

It's your dream! OWN IT!

**NEW
IN
MEDIA
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TOP TEN ITEMS YOUR WEBSITE HOMEPAGE NEEDS

1. MENU NAVIGATION

Keep it minimal no more than 6-8 tabs when possible and use common words so visitors can find what they are looking for at a glance. Provide redundant navigation on your site, in side-bars and in the footer.

2. HEADLINE

Don't make your visitors guess or search for what it is you do. Be clear and concise, keep it simple and straight to the point, free of catch phrases or clever taglines. Use larger font H1 or H2 recommended that grabs their attention

3. SUBHEADLINE

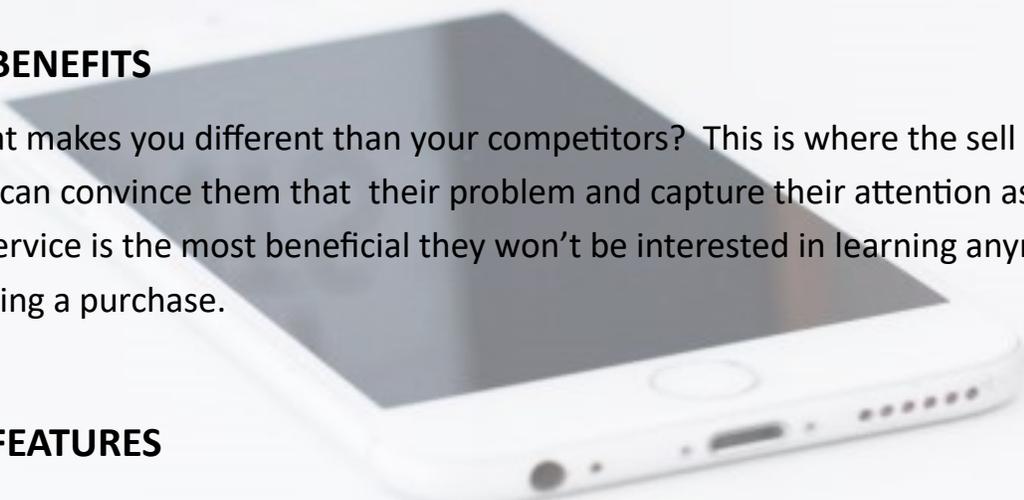
Your sub-headline is just as important as your headline it's a secondary line of text that expands, advances, and otherwise informs the user beyond the standard headline and should offer a brief description of what your area of expertise is. This will elaborate on your headline to give visitors more info.

4. BENEFITS

What makes you different than your competitors? This is where the sell begins and unless you can convince them that their problem and capture their attention as to why your product or service is the most beneficial they won't be interested in learning anymore about you or making a purchase.

5. FEATURES

What's included? Close the deal! Make them understand how your product or service will provide the solution, define the benefits you mentioned.



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6. IMAGES

Sharp colorful captivating images are the key to a complete homepage environment to complete the users experience. Invest in professional photographs! Photos are more than just eye candy, they are what keeps the visitor clicking on your site long after they land sending strong signals to the search engines.

7. TESTIMONIAL

Think of this area as the reference section of your resume. Your satisfied clients are your best sales people. Be sure to include the source (name or company name) a photo and dates to add credibility.

8. CALL-TO-ACTION (CTA)

Add some directions... let your visitors know what to do next, (book now, buy now, learn more, etc.) Use CTA button with text that leads them to take action!.

9. NEWSLETTER/MAILING LIST SIGNUP

Would you let a guest leave your home without getting their name? Display your mailing list signup in a conspicuous place. Be sure to craft a well written thank you response for their registration. This is also a great opportunity to start building a relationship with your visitors, try offering them a sample of your goods or services as an incentive to join your list

10. SOCIAL MEDIA

People digest information on multiple platforms so let your visitors know where else they can find you so you can become a regular guest in their environment. Your fans are your best spokes people so give them the opportunity to share your content and brag on your behalf!

*Ready to get started?
Call today!*

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