What should you have on your homepage?

(1) Company logo and name

(2) A headline/tagline - summarising what you do

(3) Navigation options - menu or sidebar

(4) Imagery - a photo or even better, a video

(5) A call-to-action - guiding people to contact you,

visit shop etc.

(6) Contact information (usually in the footer)

(7) Testimonials/social proof

(8) Social media links

Ideas suggested by Global Reach, HubSpot and Impact BND

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