



Homepage Hierarchy

When planning out your homepage keep these few things in mind:

User Experience

Think about your target audience and why they are using your website and what they want out of it.

Keep it Simple

You do not want to overwhelm you audience with too much information. Only have the essential information that will grab their attention. Secondary information can be placed on subpages.

Make it Readable

Studies have shown that users scan websites. Keep your information short but effective, and or break up text with bullet points, headers, etc.

Think about