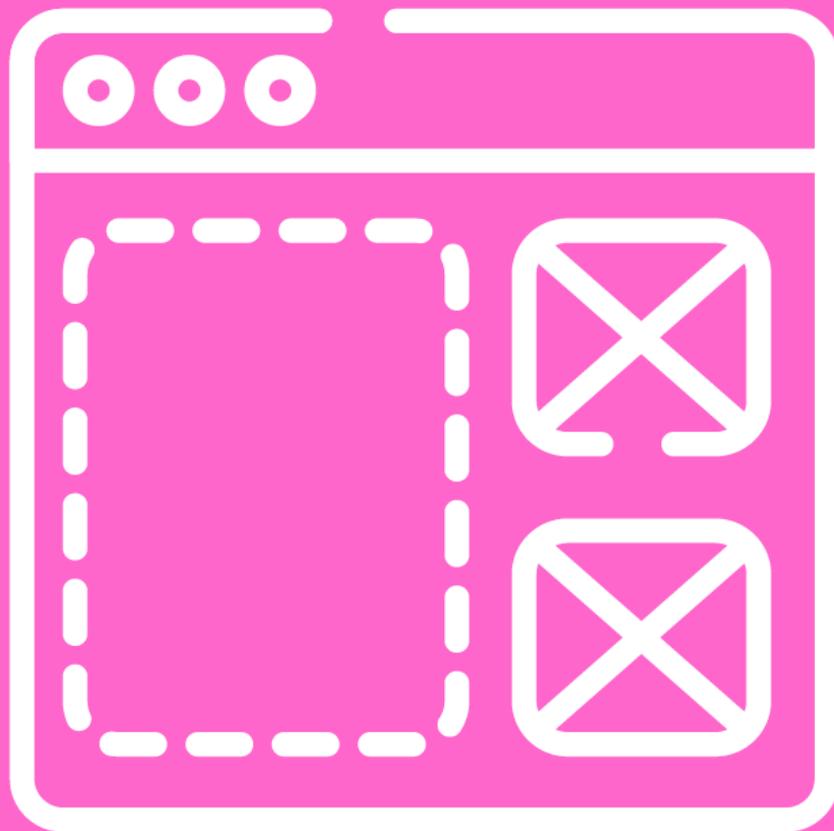


eCommerce Website

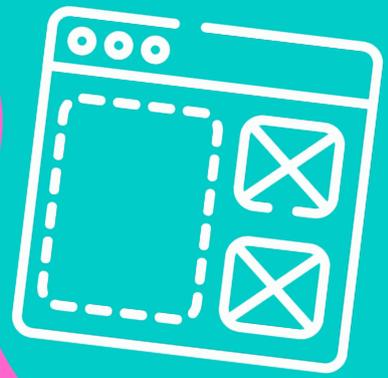
HOME PAGE

*Ultimate Blueprint*



*eComm*<sup>TM</sup>  
IGNITOR

# ULTIMATE HOME PAGE BLUEPRINT



In our program, eComm Ignitor, we provide a full website blueprint... and we're giving you the home page blueprint as a sneak peek, totally free.

Why? One of the biggest mistakes people make is they drive traffic to a site that is not ready for it... and we want to help you avoid that mistake.

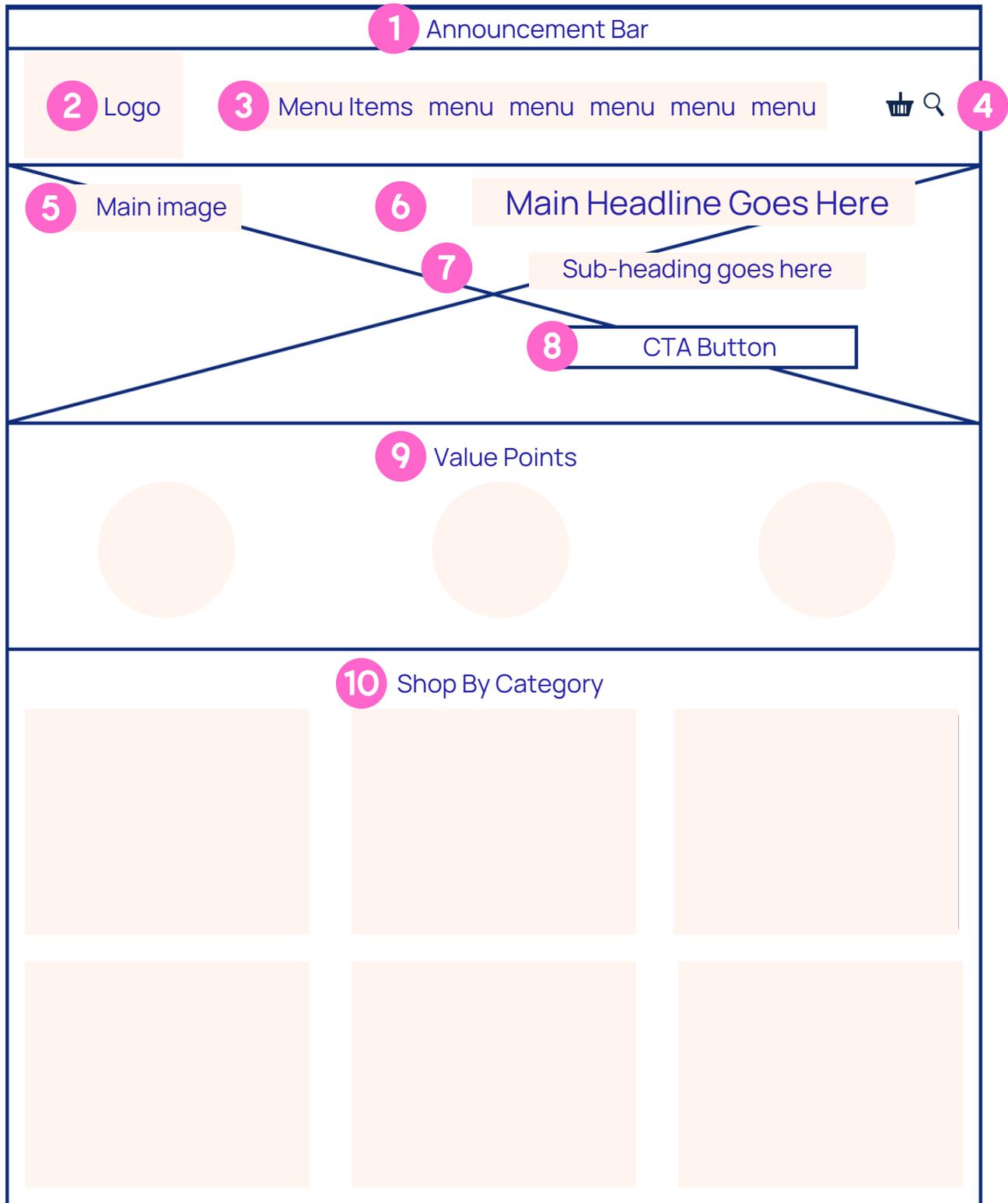
Every website is different, that's what makes them unique and special.

We're certainly not suggesting every website should look the same, however, there are some key elements every website should include to help give visitors clarity around what you sell and make the buying process as seamless as possible.

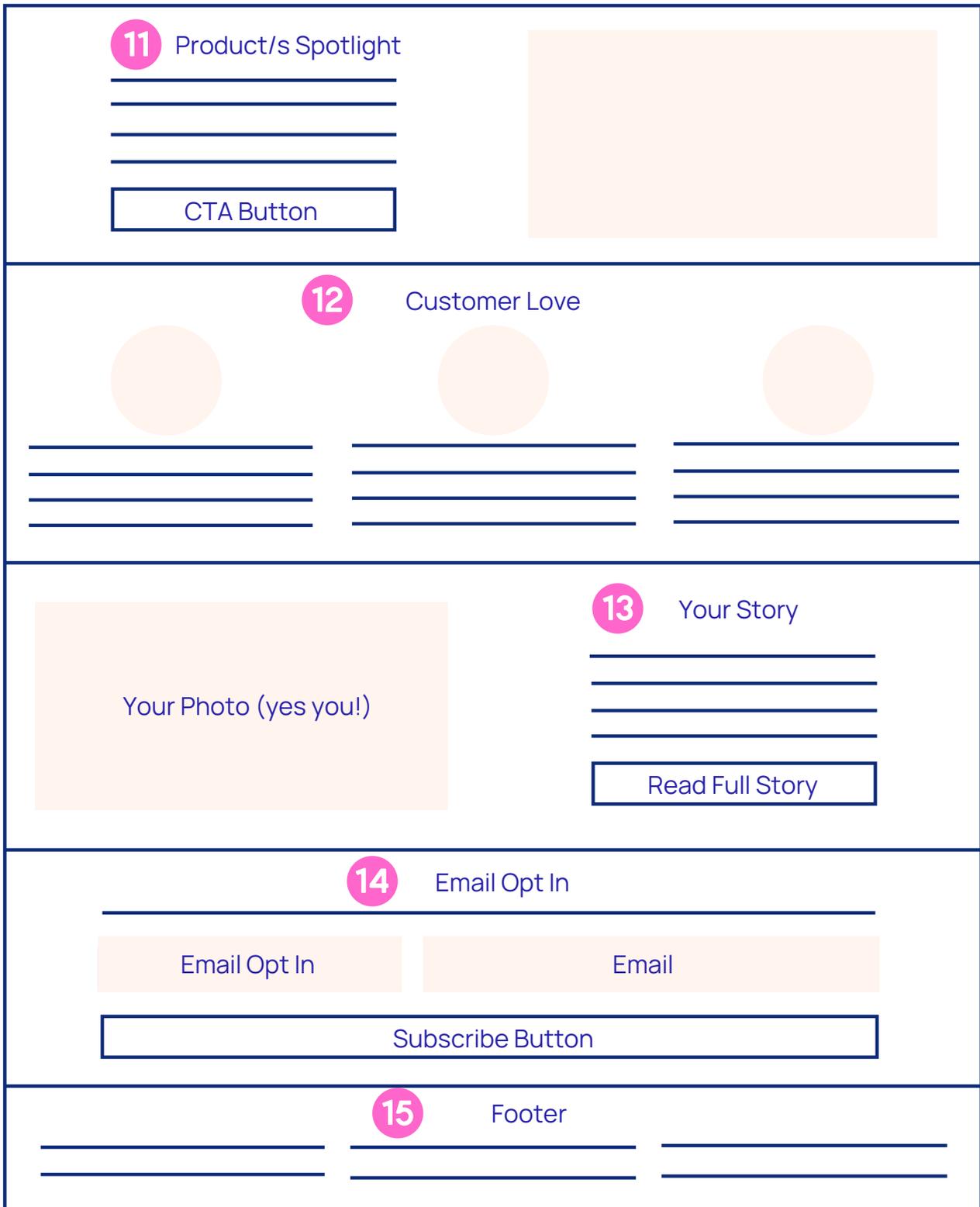
The most important thing is to ensure your visitors trust you and your business enough to purchase from you online.

Take guidance from this guide and add your own flare and creativity to make your website truly yours.

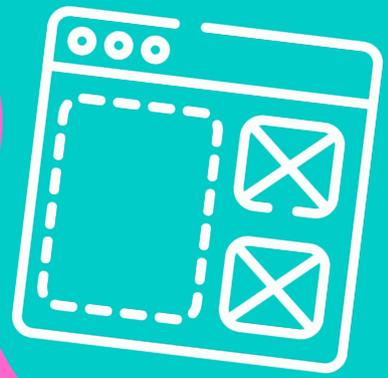
# HOME PAGE LAYOUT



# HOME PAGE LAYOUT CONTINUED



# HOME PAGE TIPS



## 1 ANNOUNCEMENT BAR

This should stand out from the site, without overtaking from the most important part - your products. You want it to be a nice colourful bar, but not your main stand out colour - save this for your call to action buttons.

Make sure it shows on your product pages too, not just your home page.

Use the space to highlight free shipping, even if it's over a certain amount. You can also mention things like 100% money back guarantee and Afterpay available but don't crown the space with too many messages.

## 2 LOGO

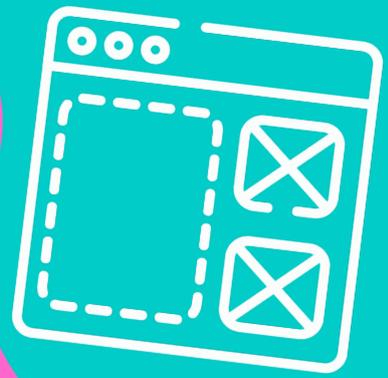
Although your logo may be beautiful, your products are far more important. So keep your logo nice and small and to the top left hand corner of your site.

## 3 MENU ITEMS

Your menu should be in line with your logo and have no more than 8 items. No need for Home as people can click on your logo for that. Keep things like Contact, About Us, Stockists etc for your footer.

Save the main real estate of your menu items to highlight your product categories. So instead of Shop use menu names that show what you sell like Bracelets, Rings, Necklaces or Kitchen, Bedroom, Lounge Room or Mens, Womens, Teens, Toddlers, Babies. This will help people to easily navigate your website and has the added benefit of telling Google what you sell.

# HOME PAGE TIPS



## 4 SHOPPING CART & SEARCH ICONS

Your shopping cart should always be easily found from any page so your customer can check out when they are ready. Include a search icon so people can click to search but it doesn't take up the space of a full search bar.

## 5 MAIN IMAGE

This is where you tell people who have never been to your site before exactly what you sell and who it's for - in one image! Yes that's a lot of pressure for one image, so you should not use a slider instead!

Think about how you can showcase several products in one image and picture your ideal customer. If you sell clothing try to showcase more than one body type and outfit.

## 6 MAIN HEADLINE

This is your opportunity to back up your main image with a headline. Rather than "we sell toys" or worse "welcome" use this space for a benefit driven headline that sums up what you sell and who it's for.

## 7 SUB-HEADLINE

You can have another line of text here to back up your main headline. Keep this font size smaller to emphasise the hierarchy.

# HOME PAGE TIPS



## 8 CALL TO ACTION BUTTON

It's so easy to leave the default theme text "shop now" but be a little more creative and use a button text that emphasises what they are going to do when they click it.

Ideas:

- Find my next outfit
- Browse designs
- Be inspired
- Find your look
- Spoil yourself
- Reduce your footprint

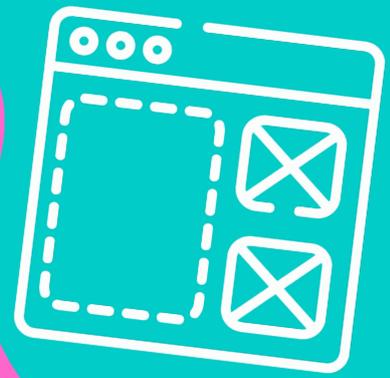
## THE 3 SECOND TEST

When someone new visits your website they should be able to tell in just 3 seconds what you sell and who it's for.

Screenshot just the items listed above from your website and show it to people who don't know your business.

Ask them to look for just 3 seconds and then tell you what they think you sell and who they think it's for. If they can't you have some work to do to make your website clearer.

# HOME PAGE TIPS



## 9 VALUE POINTS

Now is the time to tell people why they should buy from you and not from someone else. Are your products hand made, cruelty free, vegan, made from the tears of unicorns? This is the time to tell people! If you have a giveback model where a percentage of your profit goes to charity then this is definitely the time to mention it.

Pick the top 3 reasons why people should buy from you and put them here. This works well with images or icons.

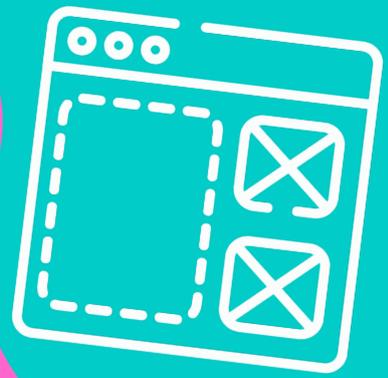
whogivesacrap.org do this very well:

		
<b>Good for the world</b>	<b>Good for people</b>	<b>Good for your bum</b>
All of our products are made without trees.	Our TP helps build toilets for people who need them.	We don't use any inks, dyes or scents.

## 10 SHOP BY CATEGORY

Now that people know what it is you are selling it's time to break down the categories so they can be guided to the product/s they are looking for. Showcase your top 3-6 categories with clear images (all the same size) and text with the name of the category. Link this to the category page that lists all products in this category. If there is only one product in the category link straight to the product page.

# HOME PAGE TIPS



## 11 PRODUCT/S SPOTLIGHT

Now is your chance to highlight your best selling product/s. List the important features and benefits of the product and of course include a link for people to buy it!

## 12 TESTIMONIALS

It's impossible to have a successful eCommerce store without trust. Here is your chance to show new visitors that, yes, people have bought from you before and they had a good experience. Showcase your customer testimonials here, and where possible use a photo of the person - it is far more believable with a photo.

Think about using testimonials that cover different aspects of the business - one might mention the great service, another may reference the fast shipping while another may be about how much they loved the product. Ask your customers for genuine testimonials.

## 13 YOUR STORY

Oh yes we know - you don't want to put a photo of yourself on your website! Well, guess what? People buy from people. So if you're looking to stand out from the dime a dozen websites selling mass produced crap then you need to show people there is a real human behind your brand. If you're really nervous then treat yourself to a photoshoot, get your hair and makeup done and make a day of it. You'll feel more comfortable and chances are you'll love the photos and be happy to show them off!

# HOME PAGE TIPS



## 14 EMAIL OPT IN

You might wonder why this is right down the bottom and not front and centre. Email marketing is super important, but at the end of the day we want people to go ahead and make a purchase so once we get them to our website we want to get them to buy, rather than focusing on the email. You can use exit intent pop ups to get an email from someone who is about to leave.

Every man and their dog is asking for emails these days so gone are the days where you can just say “join our newsletter”. People get enough emails as it is so if you want them to hand over the keys to their inbox you have to incentivise them. Are they going to be the first to know about sales, do they get free shipping? Whatever you promise be sure to follow through.

Offering an instant incentive is best like a code for a \$ or % off their first sale. Don't make them wait for the code give it to them as soon as they submit their email - remember if they use the code right away that's better than getting a confirmed email address.

Remember to follow up the people who opt in for your emails with a welcome sequence introducing you and your brand. If they don't use their coupon code - remind them!

## 15 FOOTER

Keep your footer super simple. Make it a nice light grey, not a colour that stands out - this is not where you want their attention.

Be sure to include a copyright statement and your privacy policy.

# READY TO SELL MORE ON YOUR ONLINE STORE?

If you have an eCommerce store but feel like it's the best-kept secret on the internet, our guided training program may just be the thing you've been searching for.

eComm Ignitor is an eComm Agency-tested online course and support community that guides emerging eCommerce store owners (just like you) to profitably grow using proven + current tactics that you can implement, test and use at your own pace and budget.

We have worked with hundreds of online store owners who were overwhelmed, struggling to know what to focus on and weren't getting the results they knew were possible. After doing the program they have clarity, confidence and most importantly results.

**LEARN MORE AT [ECOMMIGNITOR.COM](https://ecomignitor.com)**

**MODULE PLANNING WORKSHEETS**

**PRINTABLE CHEAT SHEETS**

**EASY TO USE TEMPLATES**

**STEP BY STEP VIDEOS YOU CAN WATCH ON THE GO**

**USER FRIENDLY TRAINING PORTAL**

**eComm™ IGNITOR**

Module 2 AUDIENCE INSIGHTS

Module 1 PROFIT PLANNING

Pre-Tasks SET UP FOR SUCCESS

Design Specs for Videos

Troubleshooting Your Ads

Scaling Your Ad Spend

WANTS TO SCALE

HOW & STEADY

QUICK READY

SPEND MORE ON A SALE

UNSTOPPABLE



For more info visit  
[unstoppablecomm.com](http://unstoppablecomm.com)

