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*10 Elements Every  
High-Converting  
Homepage Must  
Include*



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## **Clear Headline That Explains What You Do**

Use a simple, benefit-focused sentence that tells visitors exactly what you offer and who you serve — in 5–8 words max.

Example:

“Affordable Website Design for Small Businesses in the UK”



## **Subheading That Builds Interest**

Follow your headline with a short explanation of how you help or what makes you different.



## **Strong Call-to-Action (CTA)**

Whether it’s “Get a Quote,” “Book a Free Call,” or “Shop Now,” your CTA should stand out and guide the visitor clearly.



## **Easy-to-Find Contact Info or Button**

Make it easy to reach you. A visible “Contact” button or phone/email info in the header or hero section helps build trust.



## **High-Quality Hero Image or Visual**

Use a professional image or graphic that reflects your brand — showing your product, service, or happy clients.



## **Quick Summary of Services or Benefits**

Include a short section (icons or short blurbs) highlighting your top 3–4 services or the problems you solve.



## **Social Proof**

Add testimonials, reviews, client logos, or stats that show credibility and trust.



## **About You or Your Business**

A short, friendly intro or team photo that humanises your business. People buy from people, especially locally.



## **Optimised for Mobile**

Over 60% of users will view your homepage on a mobile device — make sure everything loads quickly and looks great on small screens.



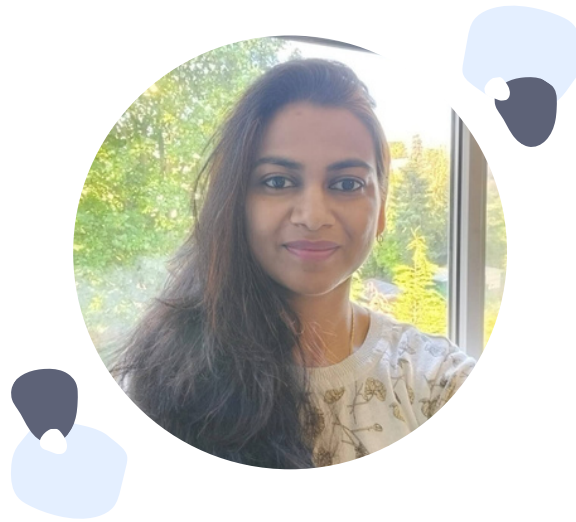
## **SEO Basics**

Use relevant keywords in your headings, title tags, and descriptions. It helps Google understand what your business is about and rank you better.



## **Bonus Tip:**

Keep it clean, focused, and scannable. Avoid clutter and distractions — every element should guide the visitor toward taking action.



## *Thank You!*

Thank you for taking the time to read “10 Elements Every Small-Business Homepage Must Include.”

I hope it gave you clarity and practical ideas to improve your website.

If you have any questions or would like help implementing these elements, feel free to reach out below. I'd love to support your business goals through a website that truly works for you.

*Swapnil Saloni*

[WWW.TECHNOSTRONG.CO.UK](http://WWW.TECHNOSTRONG.CO.UK)

**BOOK A FREE CALL OR EMAIL US**  
**WE'RE HAPPY TO HELP!**