Homepage Check-List & Ideas

- Module 1: Download 1

In this downloadable PDF I'm going to go over some important homepage ideas, what a good home page should have and not have and how to actually construct the best homepage for a WordPress travel blog.

Landing Pages

What is a landing page. Throughout the video tutorials and in these free downloads, you'll here me using the term "Landing Pages" a lot. These are basically pages that stand apart from other pages on your site (for example, your Home Page, your Contact Us page, your About page etc.)

It's important that these landing pages are styled a little bit different, so that when readers get to these pages, they know that they're on an important page and not just another blog post.

Above The Fold

One very important term you'll here when researching landing pages (including home pages) is "Above the fold". This is reffering to the content that the user sees on your landing page BEFORE scrolling down on the page.

For example, this is the "above the fold" section of the Goats On The Road home page:

As you can see, there is a large tagline, our logo, our menu (important items) and a call to action on the bottom.

The key to a good home page, or any landing page for that matter, is to have all of the most important things above the fold.

So, if the main goal of your home page is to get people to sign up for your email newsletter, you would want to have an email form above the fold. If your main goal is to send people to your latest blog posts, you'd likely have links to them above the fold.

For Goats On The Road, our main goal is to get people to sign up for the free 101 Travel Jobs ebook, so there's a large ribbon with a big blue button above the fold.

Call To Action

Another term you'll hear a lot when researching landing pages and home pages is "Call to action". This is basically a link or a button that asks the user to do an action. Typically this action is to buy or (more likely for new bloggers), is to sign up for an email list (more on email lists in the advanced blogger course).

Typical Landing Page Structure

Most proper blogs and websites follow a very similar structure overall, and that's because the psychology of internet users and marketing strategies have been extremely well tested and the results show that this structure works:

LOGO

NAVIGATION MENU

TAGLINE

CATCHY HEADING

PERSONAL IMAGE
(IE: HERO IMAGE)
OF BLOG OWNER

CALL TO ACTION
TEXT

CALL TO ACTION BUTTON

AS SEEN IN SECTION (SOCIAL PROOF)

THE FOLD

ABOUT ME / ABOUT AUTHOR SECTION
(WITH IMAGE)

LATEST POSTS (3-4 MAX)

SEE MORE POSTS BUTTON

LINK
IMPORTANT
SECTION 1

LINK TO
IMPORTANT
SECTION 2

LINK TO
IMPORTANT
SECTION 3

If you're able to set up a home page that looks similar to the one above, then you're on your way to creating a successful blog already.

How To Design a Home Page

The next download in this module is "Introducing Thrive" and this is going to tell you all about Thrive Themes and in particular, Thrive Architect.

Thrive offers over a dozen amazing products in their suites. I've been using Thrive now for all of my sites and it's amazing.

The best part is that Thrive has amazing themes to choose from and combined with Thrive Architect, you'll be able to drag and drop your design like a professional developer. In 2016 we spent $3,500 USD on a development team for Goats On The Road and in 2017 we spent $1,500 designing another site.

Now that I know about Thrive, I would've saved a lot of money because Thrive is only $67 USD. That's it! A one time payment of $67 USD for the theme and $67 USD for Thrive Architect is all you would pay to have this amazing functionality on your site.

Before I go any further, I should mention that I'm not paid by Thrive to say any of this and this is all my honest opinion. I do get a very small commission if someone purchases Thrive through one of my links, but that has nothing to do with why I recommend it so heavily. In fact, I could earn 20X more by recommending people to my expensive development team, but I just don't think that's worth it anymore, now that Thrive Architect has been launched in early 2018.

Please go to the next download and read it thoroughly and consider Thrive as your first investment on your blog. Please also note that this is the only time I'm recommending any product or service that will cost money in this course.

I'm trying to help you start a blog as cheaply as possible and that's why I recommend so many free plugins and free tools to use when you're starting out. But for $67, Thrive is a no-brainer. Go check out that next download and find out more.