

The
VISIBLE *Vibes*
Community

IMPROVE YOUR
HOMEPAGE

Maddy
SHINE

How you can get the most from doing this work (read carefully)

1. Read through [this workbook](#) to get familiar with the content
2. Join the [live masterclass](#) to learn more indepth and get the answers you're looking for
3. **BLOCK out time** in your calendar to actually implement the work. Don't let this become part of the pile of papers on your desk / part of your To Do list. Prioritise.
4. **REMEMBER** [there is no need to stress](#) - you can reach out in the Facebook group, with no need to be stuck in a rut.
5. Join the [Q&A live](#) - the only reason I see people fail at achieving what they want in their business is if they don't action what they learn, so don't forget to actually do the work!
6. **SHARE** [your screenshots, insights, wins & breakthroughs](#) - the ones I see who win at this are those that go all in, so get involved and share your screenshots of your workbooks, your wins and your breakthroughs in the Facebook group

What is the purpose of your homepage?

What does your business do?

How is your business unique?

What is your USP using the formula?

Where do we put our USP?

How much space should our logo take up on our homepage?

What should be in the main menu across the top?

Is your main menu visible on your homepage?

What do we include in the welcome message?

What is your tagline? Can you share in the group if you're not sure?

What does above / below the fold mean on a website?

Which products / services are mentioned on your homepage as it is?

Which products / services do you need to add to your homepage now?

Which 3 things do we include when we talk about each product range / service on the homepage?

Dig out your best testimonials and tick this once added to your homepage

Have you added a blog section to your homepage - what's holding you back if not? If it's tech, please reach out in the Facebook group

Collect your press / featured on badges and add to your homepage

What else will you add now to your homepage?

What is your most valuable takeaway? Have you shared your answer in the group?