

Applying Prospect Experience Design™ to Your Website

NEWFANGLED

**Own your marketing,
control your future.**

An ideal **home page** follows a simple, four-point strategic outline.

What You Do

Your positioning should be articulated clearly in a brief ~8-10 word statement accompanied by a button to learn more on your capabilities landing page. This button represents the **primary action** a prospect should take on this page.

1

What You've Done

You should feature case studies of your best work next, proving the applied value of your expertise.

2

What Your Clients Say

A happy client is always a better salesperson for you than you can be for yourself. Let them provide the social proof your prospects need.

3

What You Say

Finally, here is where you can feature the material that probably changes most frequently — your marketing content.

4

A **home page** is always the start of a measurable, positioning-focused experience that every right-fit prospect must have on your website. It's job is to inform prospects about the mission of your firm and push them deeper into the site..

These **home pages** are well structured and well designed.

RATTLEBACK



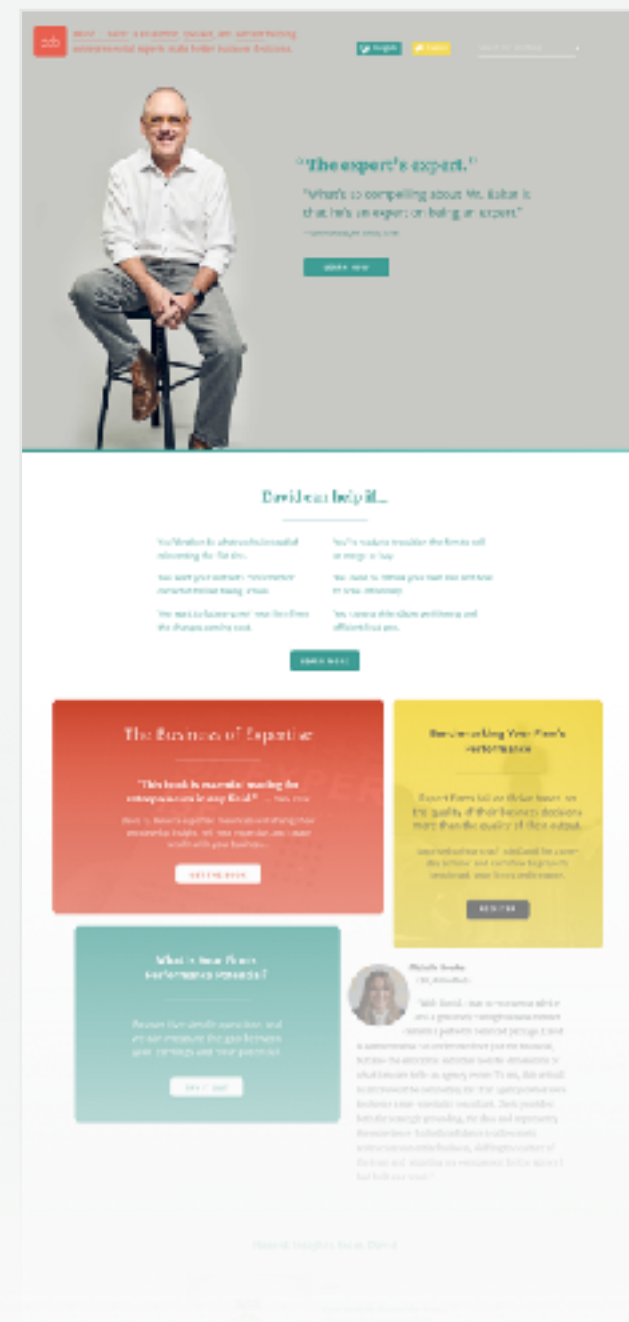
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CALLAHAN



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Each of these firms dramatically increased the effectiveness of their home pages after an initial Newfangled audit.