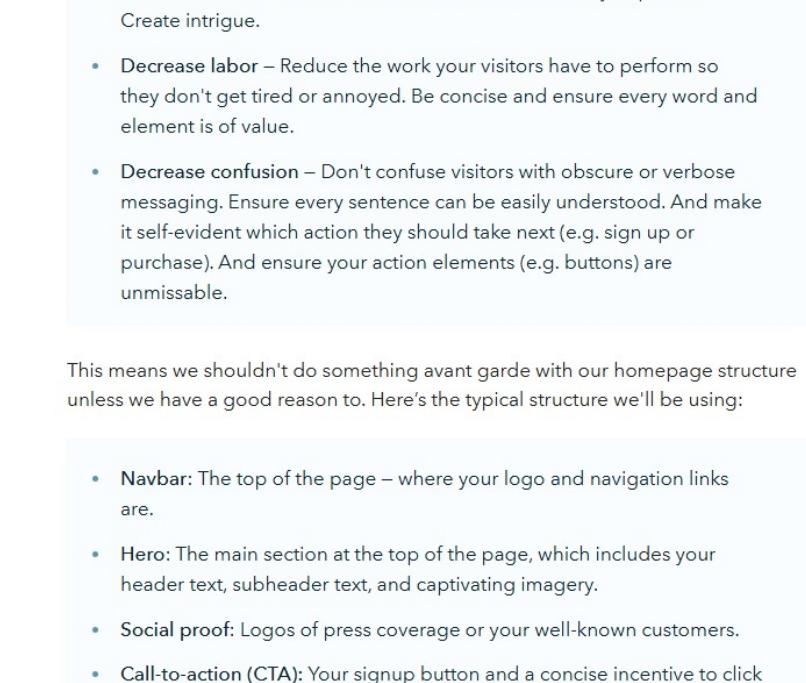


Julian Shapiro

Resource: Landing Pages



How do you write an enticing homepage?

This resource covers how to write and design a homepage (landing page) that converts visitors into customers.

Let's start by identifying the three common landing pages:

- Homepage – Your catch-all for all visitors.
- Persona landing page – A page tailored to a specific persona (audience).
- Product page – A page that walks through how your product works.

These pages can be structured identically using the following template. Generally, the more you deviate from the template, the more confused the average visitor becomes.

Think of your landing page from the perspective of a visitor's likelihood to purchase:

Purchase Rate = Desire - (Labor + Confusion)

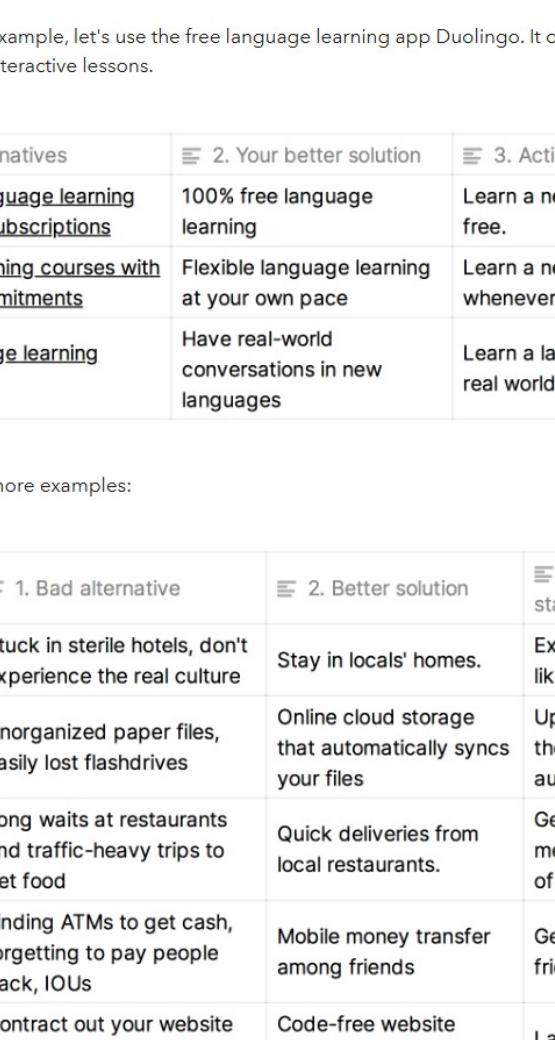
To increase a visitor's purchase rate, increase the visitor's desire while decreasing their labor and confusion:

- Increase desire – Entice visitors with how much value you provide. Create intrigue.
- Decrease labor – Reduce the work your visitors have to perform so they don't get tired or annoyed. Be concise and ensure every word and element is of value.
- Decrease confusion – Don't confuse visitors with obscure or verbose messaging. Ensure every sentence can be easily understood. And make it self-evident which action they should take next (e.g. sign up or purchase). And ensure your action elements (e.g. buttons) are unmissable.

This means we shouldn't do something avant garde with our homepage structure unless we have a good reason to. Here's the typical structure we'll be using:

- Navbar: The top of the page – where your logo and navigation links are.
- Hero: The main section at the top of the page, which includes your header text, subheader text, and captivating imagery.
- Social proof: Logos of press coverage or your well-known customers.
- Call-to-action (CTA): Your signup button and a concise incentive to click it.
- Features and objections: Your key value propositions fully written out.
- Repeat your call-to-action
- Footer: Miscellaneous links.

Here it is visualized:



I'll walk through each of these elements.

If you're looking for agencies to design your site, visit [PineappleList.com](#), which is free. There's no catch, and it works.

Element – Hero

Header	Subheader
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"Hero" is jargon for the big section at the top of your page—what visitors first see before they scroll down. It's also called your *above-the-fold*.

 Above The Fold	 Below The Fold
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Your hero consists of header text, subheader text, and often an image. You must put a lot of thought into each of these. Nailing header copy has the highest impact on whether people continue scrolling and reading. Consider how people don't actually have short attention spans:

- They finish 3 hour Joe Rogan episodes.

- They binge 14 hour shows.

Instead, they have short consideration spans: they must be hooked quickly. So, don't fear writing a long homepage. But, ensure your hero is incredible.

Hero – Header

The header must be fully descriptive of what you're selling. Because, if the visitor doesn't understand precisely what you do immediately upon landing, they'll bounce out of laziness or skim-read the rest of the page and risk getting the wrong impression.

Here's the litmus test for whether your header is sufficiently descriptive: If the visitor reads only this text on your page, will they know exactly what you sell?

Bad headers—found all over the web—are those that read like slogans instead of descriptions. For example, "Improve your workflow!" or "Supercharge your collaboration!" are useless. If that's all I read on your page, I'd have no idea what the product actually is. And I probably leave.

What does a good, descriptive header look like? Like this:

- For a website design tool – "Visually design and develop sites from scratch. No coding."

- For a grocery delivery service – "Groceries delivered in 1 hour. Say goodbye to traffic, parking, and long lines."

- For a home rental service – "Rent people's homes. So you can experience a city like a true local."

Those help me understand what you're selling. And I can immediately self-identify as someone who does in fact want what you're pitching, which means I'll have patience to read through the rest of your site to get the details.

Let's look at more examples.

On the left, we have a bad header. Pay attention to what makes the right example better.

 Bad alternative	 Your benefit
----------------------------	-------------------------

The right one is better because:

- It no longer sounds like corporate speak.

- It describes the specific benefit of the product.

Another:

 Bad alternative	 Your benefit
----------------------------	-------------------------

The right one is better because:

- It doesn't talk in self-congratulatory terms. It talks in terms of benefits to the visitor.

- It clarifies the specific outcome of using the product.

What these improved examples have in common is increased specificity.

Specificity is step one to strong header writing.

Header writing process

To write our header and subheader text, we'll follow two steps:

- Identify how users get value from your product

- Add a hook—to get them to keep reading

① Identify how users get value

Value props are the ways people "get value" from your product.

Here's an exercise for finding your product's value props:

- What bad alternative do people resort to when they lack your product?

- How is your product better than that bad alternative?

Now turn the last step into an action statement—that's your value prop.

As an example, let's use the free language learning app Duolingo. It offers short-form, interactive lessons.

In the examples above, we're expanding our header's first sentence plus adding a second—in pursuit of our handling a key objection.

This requires balance. If you bloat your header with extraneous details, it becomes hard to read. Try to address every objection—you can do that with the rest of your page.

Backing up, do you go about identifying your customers' biggest objections? Survey them:

- * What almost stopped you from buying? That's an objection.

- * Why do you think non-customers haven't bought from us yet? That's an objection.

Let's revisit our earlier examples—this time with objection handling:

Header	Objections	Action statement
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Let's recap, once you've identified your value prop, add a hook: either inject a bold claim or proactively address an objection.

If your product targets multiple personas, you can prompt visitors to choose which persona they fit into at the top of your page. Then route them to the appropriate section of your site. I call this "choose your own adventure." In the example below, [xealerenergy.com](#) creates different paths for apartment and workplace owners:

We make electric car chargers work for you.

Earn positive income and cut CO2 emissions with sleek EV chargers on your property.

Another example:

Header	Objections	Action statement
--------	------------	------------------

Again, the right one is better because:

- It no longer sounds like corporate speak.

- It describes the specific benefit of the product.

Another:

Header	Objections	Action statement
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The right one is better because:

- It doesn't talk in self-congratulatory terms. It talks in terms of benefits to the visitor.

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② Add a hook

Adding a hook to your header can take two forms:

- A bold claim

- A response to likely skepticism

Hook option #1: Add a bold, specific claim

On the left, we have a vague statement. On the right, we have a specific, bold claim about the benefit users will receive.

Hook option #2: Address objections

As an alternative to including a bold claim, another way to create a hook is by addressing a key objection in your header.

Let's use the website design tool, Webflow, as an example. Below is their header copy, which hasn't yet been paired with a hook:

"Build your own website."

Upon seeing this, objections readers have could include:

- But, I don't know how to code. Don't websites require coding skills?

- This will take too long. I don't have the time. I'm not a trained designer.

- This will be low functionality and constraining like other site design tools.

Your job is to identify which of these is a major buying objection—and proactively address it. Don't let visitors retain their unaddressed concerns that cause them to bounce before scrolling. See below:

Header	Objections	Action statement

<tbl_r cells="3" ix="1" maxcspan="1