

Checklist:

Elements for an Irresistible Homepage

- ☐ Clear, powerful, emotional headline within seconds
- ☐ Explicit value proposition: what you offer and why you're unique
- ☐ Highlighted benefits in a visual format (bullets or blocks)
- ☐ Visible social proof (testimonials, logos, success stories)
- ☐ Clear, visible, strategically repeated CTA
- ☐ Simple and intuitive navigation
- ☐ Authentic, professional, and brand-consistent visuals
- ☐ Responsive design, fully optimized for mobile