e directory
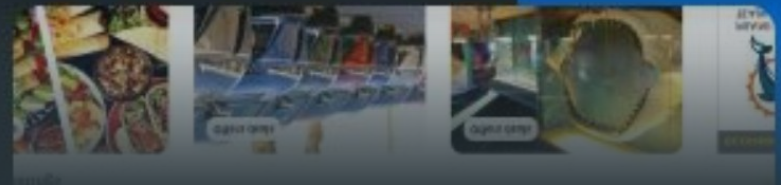
Webinar

NOVEMBER 2024

Tips To Create a Killer Home Page

Our Team

James Chubb

CEO

james.chubb@eDirectory.com

Emerson Travaglini

Marketing

emerson.travaglini@eDirectory.com

Gabriel Militão

Marketing

gabriel.militao@eDirectory.com

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Next Events

- November 20th - The eDirectory Plugins

- December 4th - Prepare Your Website For The Holidays

- December 18th - Integrations to Power Up Your Site

https://www.eDirectory.com   https://www.facebook.com/groups/eDirectoryCommunity

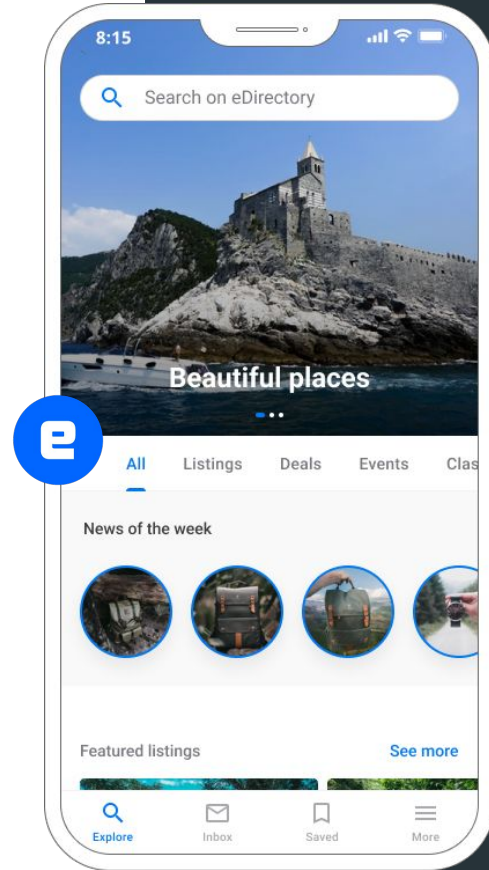# Background on the eDirectory platform

Fits sites for any industry or purpose

Integrated apps

SEO Optimized

Easy design and layout customization

In-house Customization Team

Source code available
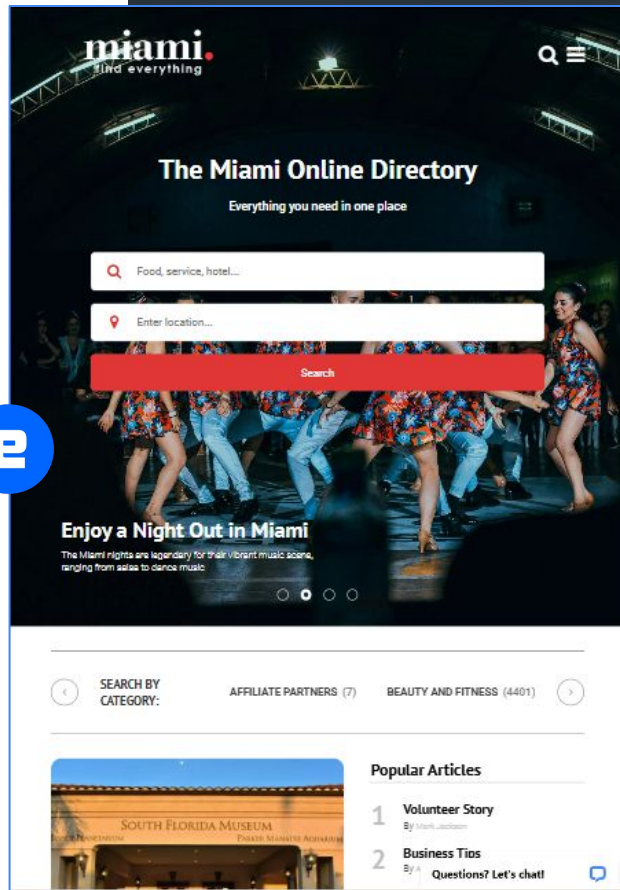
Visit eDirectory.com to Schedule a Private Demo

Tips To Create A Killer Home Page

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TIPS TO CREATE A KILLER HOME PAGE

WHY THE HOME PAGE IS SO IMPORTANT?

COLLECT AND ANALYZE DATA

- WHAT ARE USERS LOOKING FOR?
- WHERE ARE THEY CLICKING?
- WHERE ARE THEY DROPPING?
- WHAT DO YOU WANT THEM TO SEE?
- WHERE DO YOU WANT THEM TO CLICK?

TAKE DATA-DRIVEN DECISIONS

- GOOGLE SEARCH CONSOLE
- GOOGLE ANALYTICS
- INTERNAL SEARCH REPORTS
- HOTJAR HEATMAPS

Google Analytics

FORMULATE HYPOTHESIS

- DO I HAVE ENOUGH CONTENT?
- IS MY CONTENT PROPERLY CURATED?
- AM I SHOWCASING THE BEST I HAVE?
- IS IT EASY TO SEARCH?
- IS THE NAVIGATION HELPING USERS?

WHAT AND WHERE ELEMENTS

- ARE LOCATIONS AN IMPORTANT PART OF MY DIRECTORY?
- IF YES, AM I TAKING ADVANTAGE OF THIS?
- WHICH MODULES ARE THE MOST VALUABLE? LISTINGS, DEALS?
- A COMBINATION OF BOTH
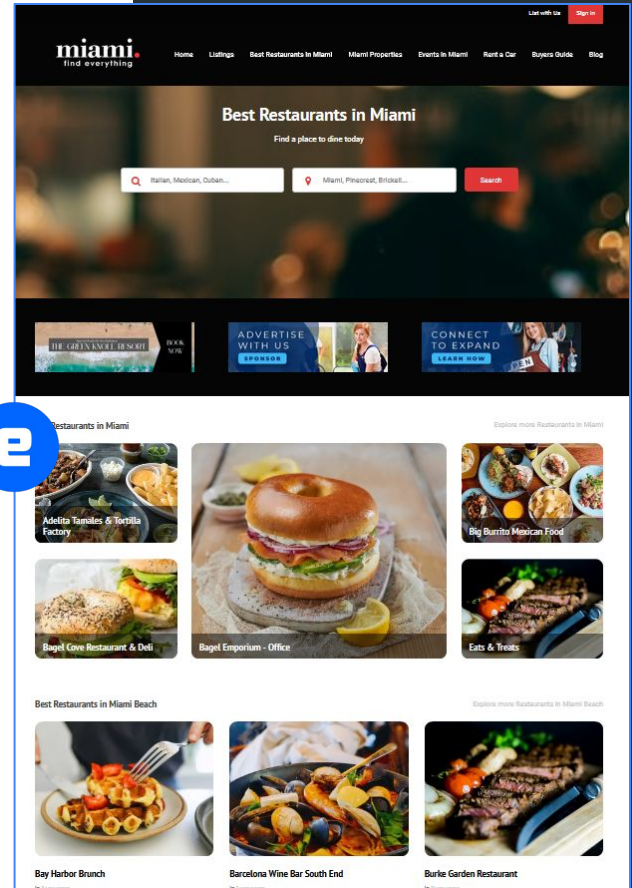
KNOW THE PAGE EDITOR WIDGETS

- HEADER WIDGETS
- SEARCH WIDGETS
- CARDS WIDGETS
- BANNER ADS WIDGETS
- EVENTS WIDGETS
- CONTENT WIDGETS (BLOG/ARTICLE/CUSTOM CONTENT)
- ENGAGEMENT WIDGETS (NEWSLETTER/LEAD FORM)
- FOOTER
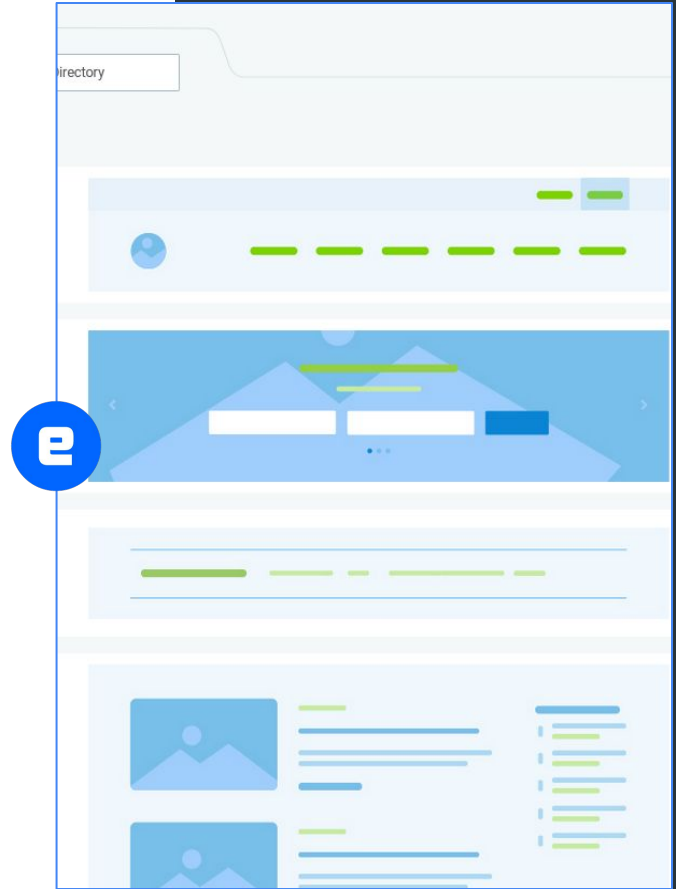
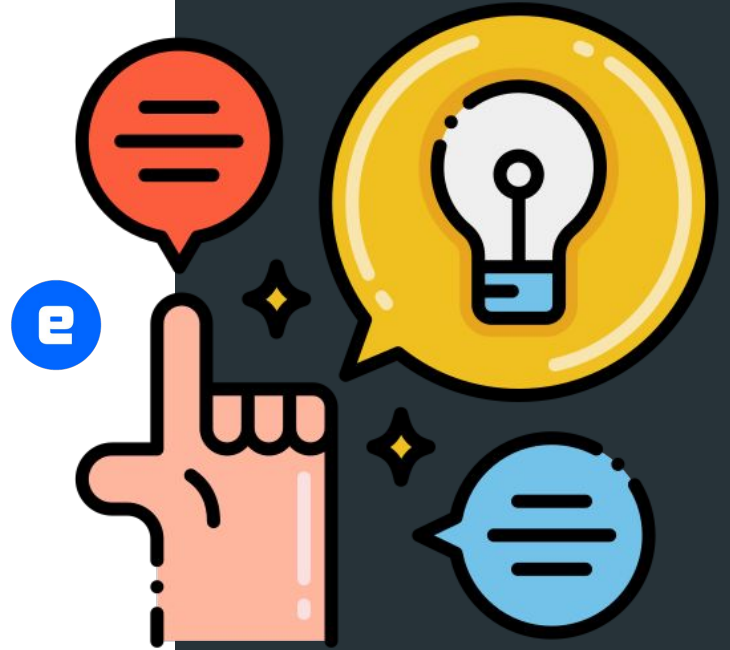TIPS TO CREATE A KILLER HOME PAGE

4 SUGGESTIONS TO GET INSPIRED

- MINIMALIST
- SHORT AND TO THE POINT
- FEATURED ADVERTISERS
- FULL PAGE

EXTRA TIPS

- **DOUBLE-CHECK THE SEO**
- **NO APPS? REMOVE IT OR UPDATE LINKS**
- **SIMPLE SEARCH BAR? ADD A H1 TAG**
- **OPTIMIZE IMAGES AND ICONS FOR SIZE AND QUALITY**
- **EXTERNAL WIDGETS? CHECK FOR IMPACTS ON PAGE LOAD**
- **MINOR TWEAKS: ROUNDED CORNERS, COLORS & FONTS**
- **NO LOREM IPSUM (ToU, PP, FAQ)**

QUESTIONS?

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