



GUIDE

*What should you put on your  
eCommerce website's  
homepage?*

nutmeg 

Wondering what to put on your eCommerce website's homepage? Don't worry - you're not alone. Most of my clients have no idea what should go on their homepage.

The fact is: Your homepage is one of the most important pages on your website, if not the most important. Optimising this page for conversions will get you more sales.

### **A few notes before we jump in:**

- Your homepage should be an inviting space that's easy to navigate.
- It must clearly communicate what you are selling (your product).
- Its main aim is to encourage visitors to go deeper into your website. To achieve this it must attract and engage.
- Be careful to not overwhelm your website visitors. Your homepage shouldn't be too long or cluttered with information/content.

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## What you need on your homepage can vary, but here's a good starting point for most product-based businesses:

- Top announcement bar (*A great way to communicate any perks or promotions such as a free delivery rate / current sale / discount to new subscribers*).
- Header section - this has your logo, shopping cart icon and main website navigation (*keep it simple and uncluttered - too much information will hurt your conversion rate*).
- 'Hero' above the fold section. This should include: 1. A gorgeous, high-quality photo (or slideshow) of your product (or a lifestyle image of a person wearing / using your product); 2. Your tagline / brand one liner / USP; 3. A call to action (eg. a Shop Now button or link).
- A section (or sections) that communicate why your products are unique / brand values / mission / USP.
- A curated selection of individual products that people can add to cart or click to find out more information (this links to the product page). Must include high-quality product images. *Bestseller and New In collections work well here.*

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- Social proof - Show a selection of your best customer reviews (preferably with images).
- Blog post / guide previews and /or product showcase. Blog posts can be a great way to build trust and likeability. PLUS they get visitors to go deeper into your website. AND - they're really great for SEO if part of a strategic SEO plan.
- Newsletter sign up - make sure you're thinking of clever ways to build your subscriber list because email marketing still offers the highest return on investment!
- Footer (bottom section) including social media links, Instagram feed, contact info, newsletter sign-up, links to your store policies (Shipping, Returns & Refunds), FAQs and links to all other pages on your site.
- Trust symbols including payment method logos and website security seal icons.

Your homepage provides a window into your store. Just like a physical store, it should be designed to encourage shoppers to explore your website, making it easy and intuitive.

(Overwhelm and unprofessional, messy design kill conversions).