What Makes a Great Homepage?

Presented by Ann Staniger
November 8, 2022
Agenda

1. What is a Website Homepage?
2. How can I use Design to Help my Audience?
3. How are people using my homepage?
4. How can I improve my homepage today?
What is a website homepage?

Where users land when they type in your website URL address.
What is the goal of a homepage?

• Show the purpose of your website visually and using text.

• Provide main navigation to lower level web pages.

• Familiarity to the site visitor.
What are the parts of a homepage?

- Header
- Footer
- Designed Layout
How can I use design to help my audience?

- Familiarity in structure and visual brand
- Hierarchy of content using visual focus
- Accessibility
- Functionality on multiple devices
How do I know if people are finding my content?

- Heatmaps
- Session recordings
- Goals
picture of dandelions blooming in a home lawn in spring

Yard and Garden News

Yard and Garden: Controlling Weeds in the Landscape

Emerald Ash Borer Confirmed in Mitchell County

Yard and Garden: Fall Chrysanthemums

Greenhouse Short Course to Be Held at Reiman Gardens

Collecting Tree Seeds Can Be Rewarding Way to Preserve Local Adaptations

Horticulture & Home Pest News

AAS Winners are Great New Plants to Grow in Your Garden

How to Overwinter Plants

Hail Damage on Apples

Control of Creeping Charlie in the Lawn

Harvesting Summer Vegetables

Timely Topics

Bloom of the Week: Seven sons (Hepactodidum) blooms are attracting tons of pollinators.
Yard and Garden News

- Protect Your Strawberries from Winter Stress
- Yard and Garden: Ornamental Grasses
- 2023 Gardening Calendar Tackles Popular Garden Myths

Horticulture & Home Pest News

- Fall Garden Clean-Up
- Planting Spring Bulbs
- Annuals from Cuttings
- Cross Pollination of Squash and Other Vine Crops

Timely Topics

- How do I protect my tender plants over the winter?
## Conversions "Goal Visit Docs"

<table>
<thead>
<tr>
<th>VARIATION</th>
<th>VISITS</th>
<th>UNIQUE VISITORS</th>
<th>CONVERSIONS</th>
<th>CONVERSION RATE</th>
<th>DETECTED EFFECT</th>
<th>REMAINING VISITORS</th>
<th>STATISTICAL SIGNIFICANCE</th>
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</thead>
<tbody>
<tr>
<td>Original</td>
<td>10,266</td>
<td>5,241</td>
<td>3,585</td>
<td>34.92%</td>
<td>-</td>
<td>-</td>
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<td>34.82%</td>
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<td>99.89%</td>
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<td>3,475</td>
<td>35.78%</td>
<td>2.46%</td>
<td>-</td>
<td>89%</td>
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</tbody>
</table>

There is a variation that is performing significantly better than the original version and it has met the expected Minimum Detectable Effect (MDE) of 20%.
How can I improve my homepage today?

• Schedule yourself 30 minutes once a week to focus on your homepage

• Login to Matomo and learn one new thing about your website visitors

• Change the largest image on your website and link it to a recent piece of content

• Write two sentences that describe the purpose of your website and add them to your homepage

• Make sure that the contact information on your website is accurate
websupport@iastate.edu
Questions?
Will my website get the new Iowa State Theme?
Will my website get the new Iowa State Theme?
Resources


- Matomo - https://matomo.org/