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A GUIDE TO

**THE IDEAL WEBSITE**

FOR YOUR BUSINESS



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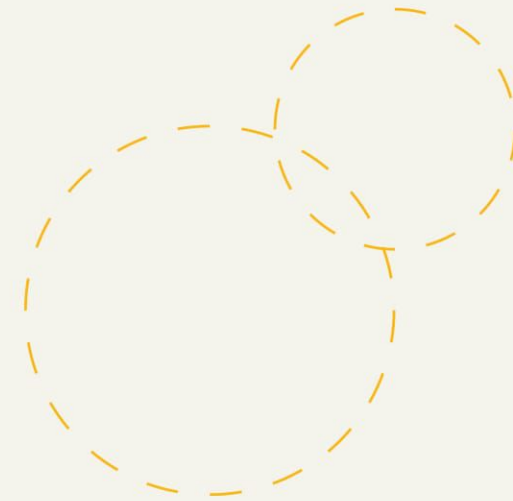
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# Website Anatomy

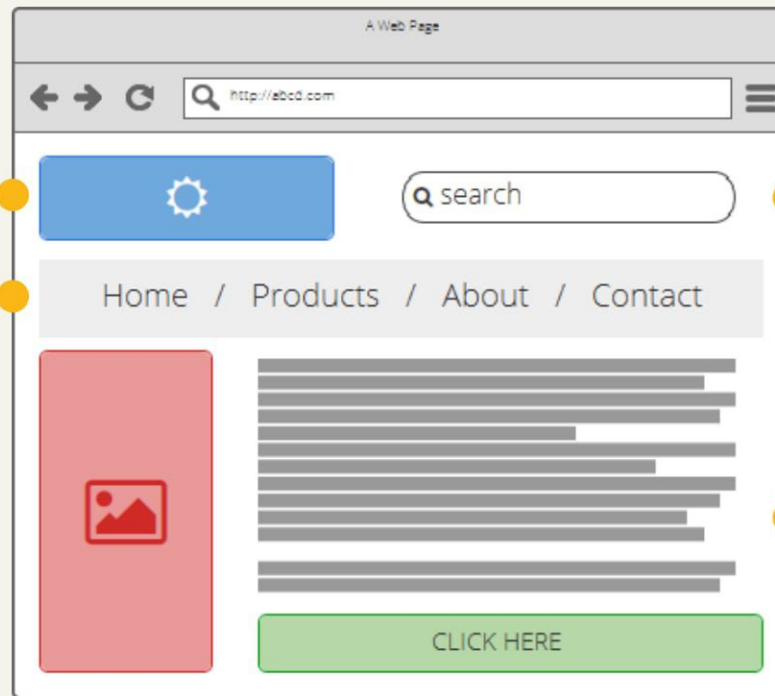
## The Basic

### Logo

Tasteful sizing and placement of a logo is essential for any good homepage. Logos should be able to quickly communicate your company's ethos and personality to users both new and old.

### Navigation

A homepage should function (in part) as a rendezvous point for users who've lost their bearings and can't find what they need. The homepage should simply guide the user to the most important sections of your website.



### Search Capabilities

Adding search functionality to your site helps to reduce the number of links and declutter the layout in general.

### Content & Copy

Copy is important for SEO and accessibility reasons. Try to keep things clean and clutter-free.

### Branding Considerations

Branding recognition is less important for returning visitors. Some websites believe that their members are aware of who they are and so they don't push their branding as powerfully for users who have logged in.

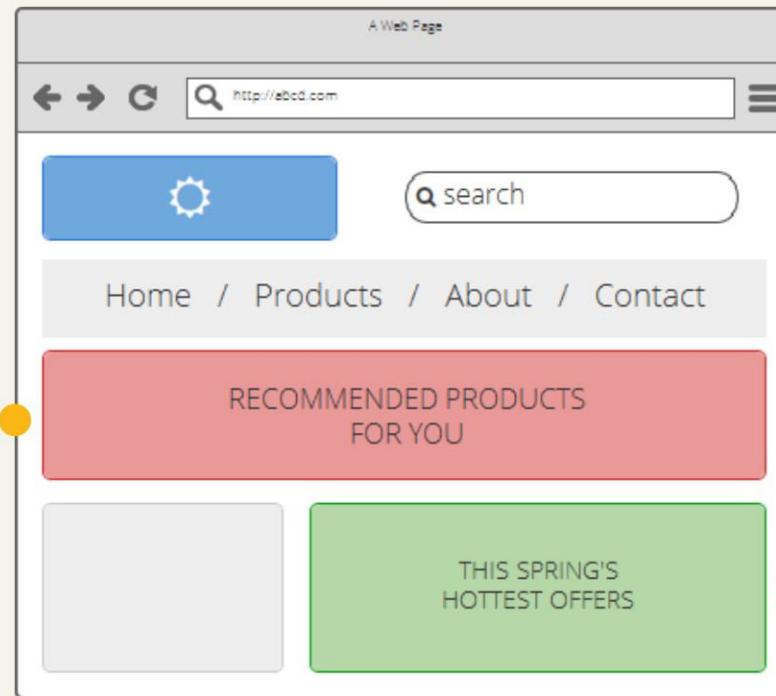


# Website Anatomy

## The Objective

### User Objectives

The elements that go into a homepage are there primarily to cultivate a good user experience and guide the users to the objectives that they have. Provide a clean and easy route to products that certain users will be more inclined to buy.



### Business Objectives

In addition to catering user objectives, it's important to promote your business objectives. Most business objectives aim to promote the items which will make the most profit.

### A Note About Objectives

When designing your homepage, it's important that both user and business objectives be considered. If an element on your website doesn't serve one of these objectives, consider removing it.



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