

The Homepage Messaging Formula

The 7 sections every high-converting homepage needs, in order
— and exactly what each one has to accomplish.

Section 1 — Hero: The 5-Second Test

A visitor should know WHAT you do, WHO it's for, and WHAT to do next within 5 seconds. Headline states the outcome, not the process. One primary CTA, no competition.

Section 2 — Social Proof Bar

Logos, ratings, or a specific number ("Trusted by 500+ businesses") immediately below the fold. This is trust infrastructure, not decoration — visitors decide whether to keep reading based on this.

Section 3 — The Problem

Name the specific pain your visitor has, in their language, not yours. This is where they think "yes, that's exactly my problem" — the moment that earns the rest of the page a read.

Section 4 — The Solution (How You're Different)

Not a feature list — a clear mechanism for why your approach solves the problem better than the alternatives (competitors, DIY, doing nothing).

Section 5 — How It Works

Step	What it needs
1-3 steps	Simple, visual, removes perceived complexity/risk from getting started

Section 6 — Proof (Case Studies / Testimonials)

Specific results, not vague praise. "Increased conversion 34% in 60 days" beats "Great to work with!" every time. 2-3 strong examples beat 10 generic ones.

Section 7 — Final CTA + Objection Handling

Restate the offer, address the last real objection (price, time, risk) with a guarantee or low-commitment first step, and give one clear final action.

What kills homepage conversion

- Multiple competing CTAs (contact us, buy now, learn more, sign up — pick ONE primary)
- Leading with company history/mission before establishing what you do and for whom
- Generic stock photography that doesn't build any specific trust
- Making visitors scroll past 3+ sections before any social proof appears

Want your homepage rewritten against this formula?

The **30-Point Audit Scorecard Pack** and a full homepage rewrite are available through Delray Digital Solutions — reach out to get started.

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