

The hibu Website Anatomy

Understanding what your site visitors see

1 Logo and Slogan

Your logo and slogan introduce your brand, and help visitors understand what you offer.

2 Contact Information

Including your contact information on every page makes it easy for visitors to get in touch with you – no matter where they are on your site.

3 Navigation

The Navigation shows your visitors where they can find a specific product or service (heating repair, A/C installation, ventilation cleaning) or complete a specific task (find a phone number, get directions, submit a question).

4 Headline

Your headline should answer your visitors' most important question – “What’s in it for me?” It should clearly explain what the page is about while highlighting a benefit... making a promise... or asking a question.



5 Hero

The Hero image draws visitors into your site. It should make it clear what you do (electrician, dentist, or insurance agent) or what your customers will get from your service (lighted walkways, a brighter smile, or peace of mind).

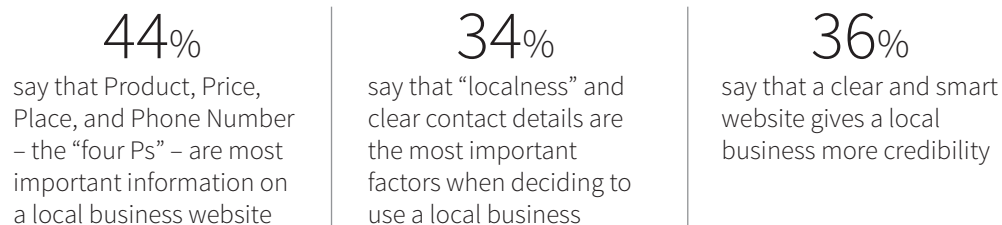
6 Subheads / Copy Blocks

Copy Blocks (Subheads and Body Copy) make up most of your website copy, and are written to convert your site visitors into new customers. This “bite-sized” content is perfect for visitors in a hurry, or viewing your site on a mobile device.

7 Video

Videos can help to keep visitors engaged with your site. They add interactivity beyond the images and copy, and can easily be shared by your site visitors.

What your local customers are looking for*



hibu
www.hibu.com

*<http://www.brightlocal.com/2014/02/06/what-local-consumers-want-most-from-local-business-websites>