

Hints & Tips



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Please email us on: support.e-store@compusoftgroup.com

Anatomy of a Home page

Homepage

The homepage serves as the initial impression for every visitor. Before deciding to engage with your business, they'll scan your main page to understand your offerings & determine how it can benefit them.

A thoughtfully crafted website can positively influence potential customers. Not only does it aid in engaging prospects, but it primarily ensures a seamless **(UX)** user experience, allowing visitors to effortlessly browse & navigate through your site.



Example of a Homepage design

Navigation

How your website's navigation is designed & presented can be the deciding factor between a successful user interaction and a visitor leaving. To reduce the number of visitors exiting early, ensure they can easily find essential pages directly from the main page. Position the navigation bar prominently at the header & arrange the links in a logical order.

Call to action

Call to action (CTA) is a marketing term for any design to prompt an immediate response or encourage an immediate sale.

E.g. **'Buy now'** **'Subscribe'** **'Sign Up'** and **'Click Here'**



Banner Slider

Sliders can add visual appeal to a website by displaying multiple images or pieces of content in a rotating or sliding motion. Sliders can also allow you to display a large amount of content in a small space, which can be especially useful on smaller screens or on pages with limited space.



Examples of a Banner Sliders



Brand Slider

This section can be a great way to show your partnership brands and help you add value to your products. You can upload multiple images and add any brand slider through the CMS admin section.

Here is our online useful link to help you add/edit a Brand bar Slider:

<https://estore.support.compusoftgroup.com/hc/en-gb/articles/19457131779345-Blocks-Module-Slider-Brand-Bar>



Footer area

Like the navigation, the footer area is repeated on every page. There are many ways to make this area useful. Here are some typical types of information that can be placed in a footer area:

- Links to your social media accounts.
- Contact information: address, phone, email.
- Text links to additional pages that couldn't fit in the navigation area.
- Copyright statement and link to Privacy Policy.

Conclusion

Effective web design is crucial. Inadequate designs can repel visitors, potentially harming business prospects. Quality web pages should address fundamental design criteria, encompassing colour balance, text layout, suitable fonts, stylistic elements, optimal dimensions, relevant imagery, and overall uniformity. When crafting a page tailored to a specific group, invest in research to ensure broad appeal. A well-designed site tends to attract more visitors, enhancing its reach and potentially driving more business.