



# Homepage Hierarchy

When planning out your homepage keep these few things in mind:

## **User Experience**

Think about your target audience and why they are using your website and what they want out of it.

## **Keep it Simple**

You do not want to overwhelm you audience with too much information. Only have the essential information that will grab their attention. Secondary information can be placed on subpages.

## **Make it Readable**

Studies have shown that users scan websites. Keep your information short but effective, and or break up text with bullet points, headers, etc.

Think about