



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