

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.

hibu Website 1 slogan goes here 2 800-000-0000 Anytown, NY

Home Navigation Button 1 Navigation Button 2 Contact Us 3

Headline 4 Lorem ipsum dolor sit amet egestas. 5

6 Subhead / Copy block Subhead / Copy block Subhead / Copy block Subhead / Copy block

7

8

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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.

8 Social buttons

Social buttons make it easy for your visitors to find your profiles on Facebook, Twitter and other social networking sites.

What your local customers are looking for*

44%

say that Product, Price, Place, and Phone Number – the “four Ps” – are most important information on a local business website

34%

say that “localness” and clear contact details are the most important factors when deciding to use a local business

36%

say that a clear and smart website gives a local business more credibility