

Stellar Shopify Homepage Structure

**ATTRACT, CONNECT AND CONVERT
MORE VISITORS INTO BUYERS WITH A
STRATEGIC HOMEPAGE THAT WILL HELP
YOUR ONLINE SHOP STAND OUT**

SIRITHEAGENCY.COM

“Your homepage has
ONE important job —
guiding your visitors on
the path to purchase.”

|

SIRI BUSKES

Prep Your Page

Your business has its own unique look, branding and product.

As professional web designers it is our job to translate your vision to an impactful design. Our main goal is to create your everlasting virtual home and showcase your well-thought business in the most optimal and future-proof way.

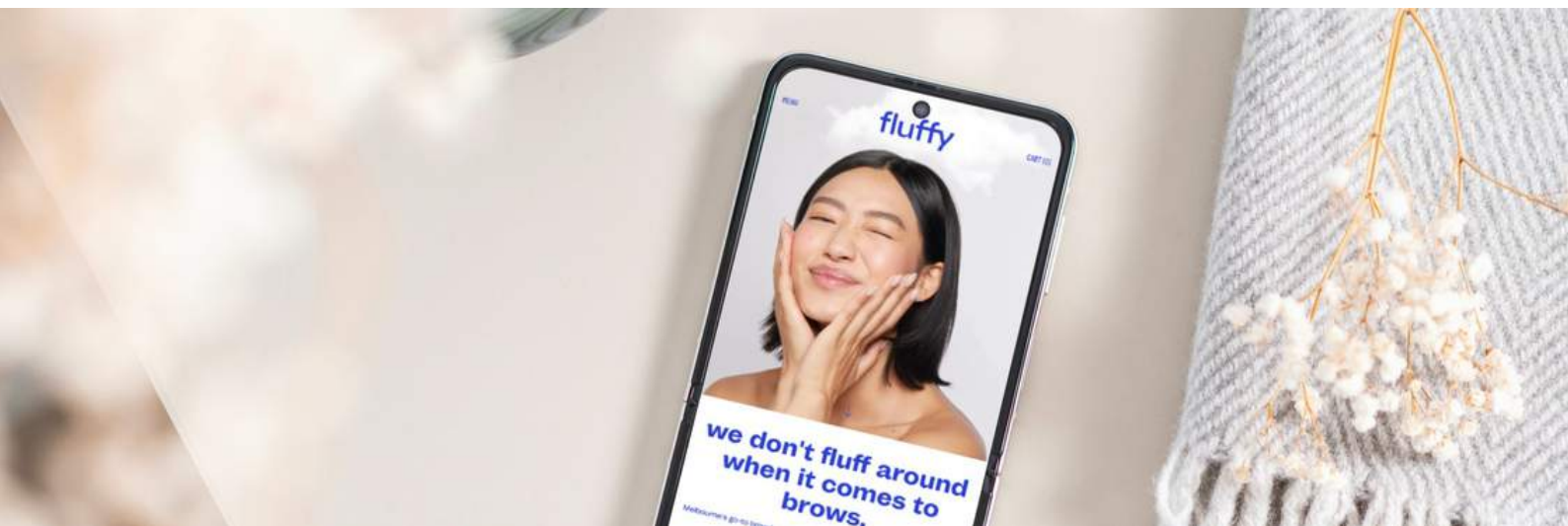
Reasons you might come knocking on our door for help is to:

- **Increase conversions by redesigning** the website layout and overall look to attract the right customer and improve UX (user experience)
- Get a **premium facelift** of your DIY starter site.
- Create your **dream website from scratch** so you can sit back and work on other aspects of your business!

Either way...

It doesn't matter what type of website or building stage you're after, we love to give you the tools and a good dose of prep work so each and every website will work its hardest for you.

No matter if you're going to DIY or outsource your website build, diving into this perfect anatomy of a strategic homepage structure will help you with everything you need to welcome people into your online home - and (most importantly) convert them to a paying customer!



Avoid These Mistakes

A recent study showed that a whopping 72% of visitors use a website's homepage as the deciding factor in whether or not to make a purchase.

If your homepage is cluttered, overwhelming, or just plain boring, chances are your visitors won't stick around.

Here are four mistakes you really don't want to make:

FAILING THE 3-SECOND RULE

An inhale and an exhale. That's all you get from a website visitor. Top-performing websites pass the 3-second rule by giving visitors what they are looking for:

1: **Give the eye an immediate and obvious place to go.** It will land on a large, important statement and catchy image.

2: **Declare what you do/sell and how this helps your ideal customer.** Make them understand, feel and imagine your brand and product.

3: **Guide people to the next step** by doing the work for them and telling them exactly what to do and where to click.

LACKING SECTIONS AND COPY

How are you going to get people to buy from you without a brand voice and compelling copy? Introduce people to your story and suck them into why they need your product. Aim to **write around 300 words** split up into sections with clear and clever headlines, sub headers, blurbs and call-to-actions.

It also tells Google crawlers what your site is about. This helps you rank higher in the search engine, so make sure to conduct keyword research and sprinkle a good dose of correctly placed keywords on your homepage.

Avoid These Mistakes

NO CLEAR PATH, JOURNEY AND NAVIGATION

You even need to tell a visitor like Elon Musk himself exactly what to do and where to click. Creating a user-friendly website that guides your visitor through their very own journey is so important.

Your homepage needs to be very clear on what you sell, why this visitor needs your product, and where they can purchase it at the click of a button.

Being clear over clever is key here. Use easy-to-use words, avoid any jargon, and insert plenty of images (preferably of people) to showcase your beautiful product.

For example: don't use "Journal" for "Blog" or "Story" for "About". Or worse, having vague add-to-cart buttons. Just use simple call-to-actions such as "Buy Here", "Add To Cart" and "Shop".

POOR LAYOUT AND NO VISUAL HIERACHY

This is where the next pages will come in handy.

A visual hierarchy is an orderly arrangement of elements, according to their importance. If you don't get this right, visitors could be bombarded by the different features of your designs all fighting to get their attention, which in turn will look unprofessional and very cluttered. They won't be guided efficiently towards your call-to-action (CTA), which means no conversions.

To create a strong visual hierarchy, think deeply and carefully about why your visitors are coming to your website. Always design with user experience (UX) and a straight-forward user journey in mind that ensures the flow is intuitive and seamless.

Don't be one of those
badly designed websites...



**FOLLOW OUR STELLAR STRUCTURE BELOW
TO ACHIEVE A CONVERSION RATE OF
3% OR HIGHER ON YOUR WEBSITE**

ANNOUNCEMENT BAR

LOGO

CLEAR NAVIGATION



COMPELLING BANNER

Strong headline + tagline (sub header) which creates curiosity, connection, and action. Use 1 banner only, no sliders.

fold

BUTTON

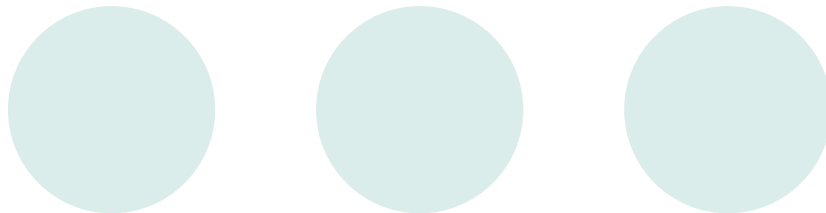
ENGAGING STORY

Don't skip this part. Talk to your one ideal customer and address their problem. Spark the interest and present your solution.

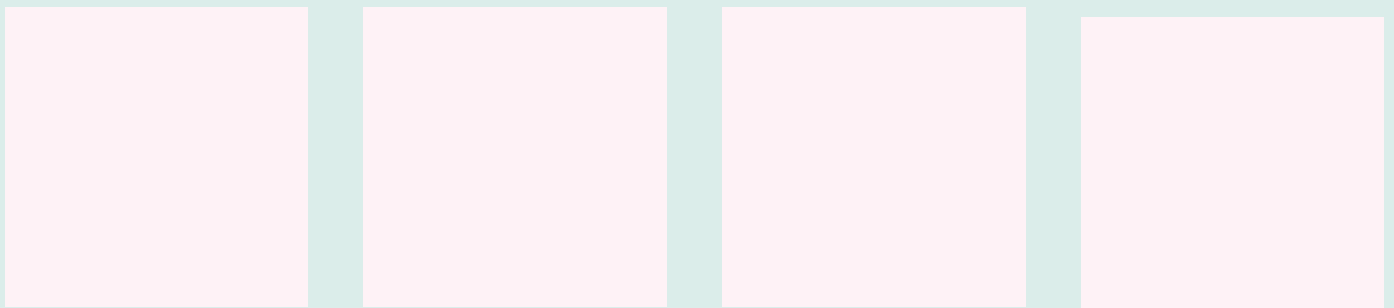
(BEST SELLING) PRODUCTS



UNIQUE SELLING POINTS / VALUE



CATEGORIES / COLLECTIONS



**PRODUCT
IMAGE(S)**

PRODUCT SPOTLIGHT

Highlight your hero / most popular product.

ADD TO CART

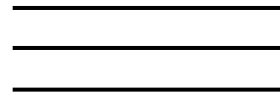
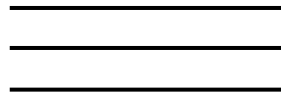
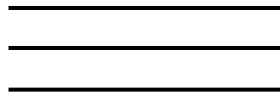
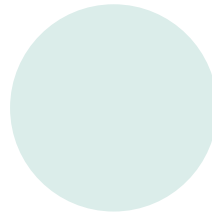
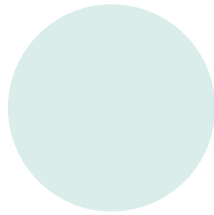
ABOUT

Introduce who you are, what you do, why you do it. Humanise your brand.

LINK TO STORY

**YOUR
PHOTO**

SOCIAL PROOF



EMAIL OPT IN

Make this attractive, worthwhile and include an offer such as 10% or 15% off a first purchase.

EXTRAS

Think trust badges, stockists, map with store location, "featured in" logos, blog posts, etc.

**QUICK LINKS /
POLICIES**

CONTACT

**SOCIALS &
NEWSLETTER**

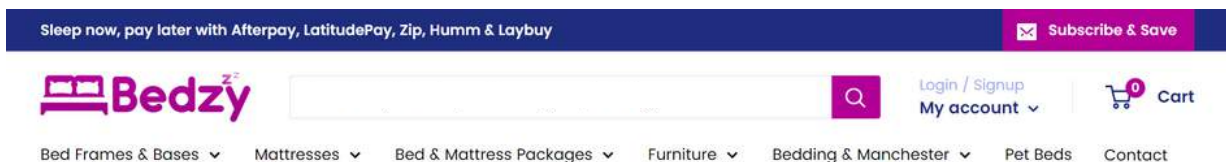
ABOVE THE FOLD AREA

The *most important* section of your website is what's called "above the fold": the first part people see when they land on your page. This area is visible before scrolling further down the page and your first chance to spark the interest of your visitor. **Ensure you pass the 3-second rule and apply the below tips** to give visitors a clear understanding on exactly what you sell, who you are, and how your product can help them.

ANNOUNCEMENT BAR

This bar should stand out. Give it one of your brand colours, but not your main colour - save this for your CTA buttons. This bar should show across the whole website, not just on your homepage. Highlight this space to call out free shipping, sale announcements or money-back guarantees messages.

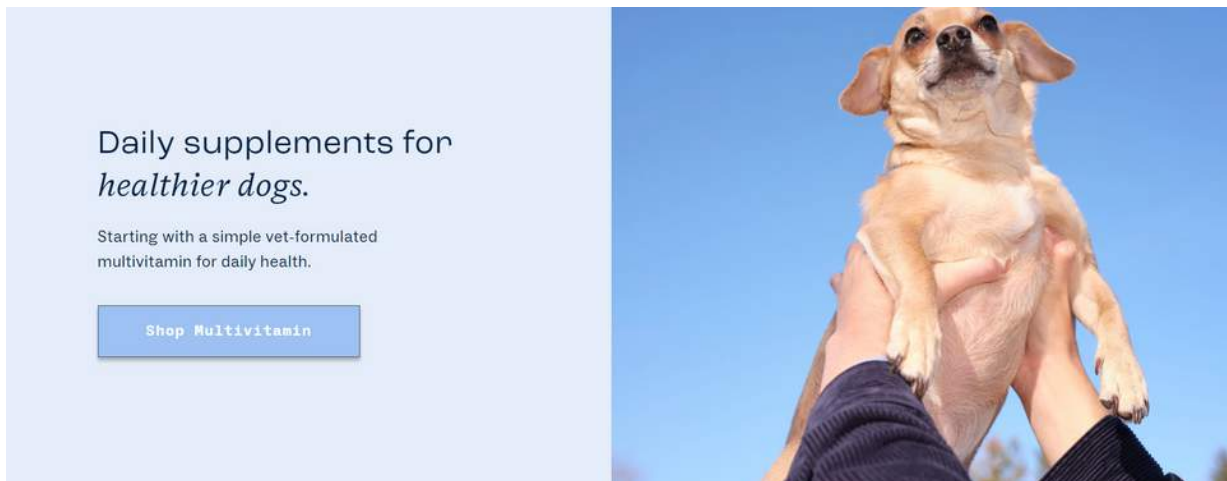
ALWAYS link this bar - make it clickable and send people to your "All Products" page or "Best sellers" page.



LOGO + NAVIGATION / MENU

Your logo represents your business. Upload a clear and transparent high res file of your logo. Make it nice and small, it should not be the main part of your navigation bar and take up too much space. This will decrease the "fold" and the next part (the banner) will have less space to create impact.

Make your navigation super easy. Have no more than 8 items. There's no need to add "Home" as people can click on your logo for that. Don't confuse your visitors and search engines with labels like "Journal" (blog). Adding your "Contact" and "About" links is important as well (these pages are very sought after and help build trust and credibility). You can also add a submenu under SHOP with your categories or add a "Mega Menu" look.



MAIN BANNER & HEADER

This spot is all about being compelling and eye-catching.

- Use a high resolution image that represents your brand or product within a split second. People are very visual and judge a page within 0.3 milliseconds.
 - Don't use a slider, they are outdated and slow down your website speed which is bad for UX and SEO.
 - You can use a video, but host this on YouTube or Vimeo so it won't impact your site speed. Ensure it's working on mobile and responsive as well, as over half of your visitors will be viewing the website on a mobile device.
- Your main headline or tagline needs to pack a punch and explain in a short and catchy way (6-8 words, ideally) on what the visitor can expect from you.
 - Make it all about the customer, so they can *understand, feel and imagine* your brand and product.
- Continue your message in the sub heading. This text is smaller to emphasise the hierarchy, which is important for SEO purposes as well.
- Follow this all up with a strong CTA (Call-To-Action) where you tell your visitor exactly what to do next. Be a bit more creative than "Shop now" and say Find My Look, Explore More, Discover *your product* or Take Me To *your product*.
- ALWAYS add a link/button to the banner and to your image.

Don't be a noise.
Be a voice.



READ OUR HEADLINE TIPS & TRICKS

Headline Tips

Don't underestimate the power of a strong headline. This is why we keep hammering about it!

The other day I read this very interesting story:

Imagine this... You're walking in a crowded street, and someone screams: "We sell heels, boots, stilettos, wedges, and mules."

After 10 minutes, would you *remember* what they sell?

It would be easier to remember if they said:

"We sell shoes that make you look taller."

If you can't showcase your business at a glance, visitors will click away in a second.

People end up choosing a product or business that is memorable and that they connect with.

The art of marketing lies in how good you can make people understand what you want to say.

Overtelling is a no.

Simple messaging is a HUGE yes.

Headline Examples

The smart way to fuel body and mind

Gum and mints to energize, calm and focus you whenever you need it.

SHOP



Say goodbye to dirty sheets and towels.

Made with anti-bacterial silver. No more odors. 3x less laundry.

SHOP NOW



Thoughtful workwear you'll never have to think about.

Because you have better things to worry about than trying to find a free pocket.



BACK FOR A LIMITED TIME

POOL TIME GLOWING BODY OIL

Dive into that golden hour feeling and instantly moisturize and illuminate skin.

Shop now →



All Natural Candy With 67% Less Sugar

We recreated the ball lollipop so you can enjoy this classic treat made with all natural ingredients and a lot less sugar.

Buy Lollipops

Artisan Macarons. Divinely Delectable.

Handmade, naturally gluten-free and higher almond content. Experience the best macarons in the world.

SHOP NOW →



CLEAR YOUR SKIN FROM WITHIN

The most effective daily supplement using 9 simple ingredients to address the root cause of acne.

BUY NOW




ENGAGING STORY

This section is all about creating an impactful, stand-out brand. People are receptive to human connection, that's why this is the perfect spot to share your brand's values and create that connection.

BUT -- write it from your audience's point of view.

Selling is soulless, but storytelling is soulful. We buy things that are valuable and we value emotions a lot more than we value material things. Stop selling your “things” and start telling how your product will make your visitor *feel*.

Write punchy copy injected with keywords (to get some Google love) aimed to build trust, connect and invite action with your audience / ideal customer. Become their trusted advisor!



The po(w)der of change is in your hands

100% natural powder-based skincare that radically strips away the nasties and plastics that don't belong on our skin.

Formulated with what you need and nothing else.

[LEARN MORE ABOUT JADE BEAUTY PRODUCTS](#)


Flawless in every move

Step into the gym making a statement & showing off your personality with the newest way to accessorise your look. Walk into every training session like you mean it, completing your fit with a choice of colours to match your mood.

Say goodbye to boring gloves and hello to the game-changing Lenni Boxing gear you've been waiting for.

Our gloves are designed for you to hit your fitness goals while showing off gracious moves – because that's what female empowerment is all about!

[Get yours now](#)



UNIQUE SELLING POINTS / VALUE

Reality check: people don't read your content, they scan it.

To get your message across quickly and effectively ensure to add 3-4 unique selling points informing your visitors why they should buy from you.

Are your products handmade, cruelty-free, vegan, locally-sourced? This is the time to show and tell! Don't forget to add in images or icons to create maximum impact.

Make this section:

- Scannable, but understandable.
- Simple, but thought-provoking.
- Short, but memorable.

Discover our plant-based formulas for hair wellness, developed with scientifically proven ingredients.



Effective

Clinically proven performance that beats market-leading synthetic formulas



Plant-Based

Formulas from naturally derived ingredients that deliver results



Safe

No synthetic hormones or carcinogens in any of our products

Bringing A-Beauty to the world

Embrace our uniquely Aussie approach to skincare. It's simple. Based on clean and highly effective formulas, we skip the 10-step routines and crazy claims. 'Cause we'd rather be at the beach than stuck in the bathroom. [Learn More](#)



Australian botanical ingredients



No nasties, just clean vegan* formulas



Cruelty-free PETA Approved



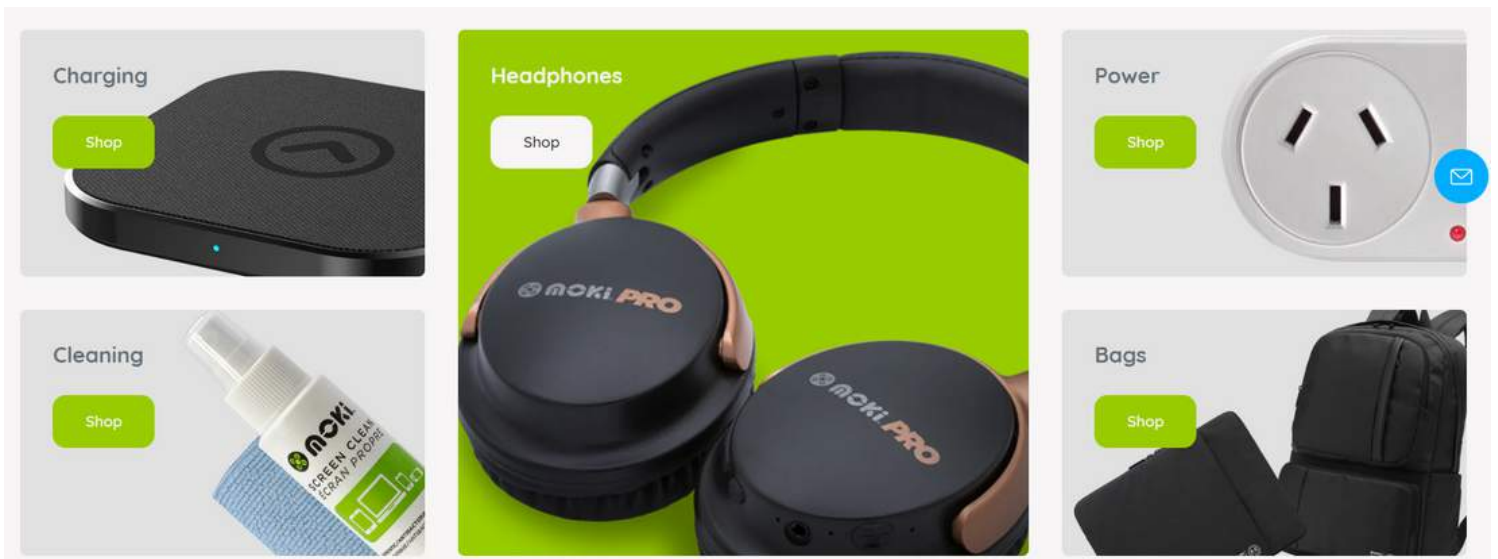
Ethically sourced



CATEGORIES / COLLECTIONS

Next up you're going to break your products down for people and guide them through what you sell and offer.

Showcase your top 3-6 categories with clear images and the name of the category. Link this to the category page that lists all products in this category. If there is only one product in the category, then link it straight to the product page.



Browse by category

You look like a mama who knows what she wants (and doesn't have time to muck around).
Browse our range via category for express checkout and faster ordering*.

**And by that, we mean 'check out our rad stuff and place your order while the kids are napping and you have a few minutes of peace to drink this morning's cold coffee.'*



NEW



BAMBOO



PLANT BASED



CAMPING


Feedback

1

PRODUCT SPOTLIGHT

Add your hero or most popular product here to feature. You can also change it up to feature a "Product of the Month".

List the benefits and unique features clearly and add a link to buy directly or to go to the product page.



**TURN YOUR BIKE INTO ART
WITH OUR WALL MOUNT**

The Stasdock is the perfect bike hanging rack for your home. Aesthetically pleasing yet sturdy, the Stasdock bike rack highlights your prized possession. There are even clever spaces for you to store your accessories all at the one place. It is also functional as a beautiful piece of decoration on your wall.

STASDOCK
\$250.00 AUD
3 colors available

SHOP NOW

ABOUT

Your customers feel your passion for what you do! Humanise your brand by showing them who is working so hard behind the scenes and how you differentiate yourself.

Carve out some time to sit down and really assess what inspired you to start this business, and the impact you want to have. Then create some core messages you want to carry into the world and that you stand for... today, and every day!

Our Story

Designed for Mums, by Mums.

Deirdre and Jasmine are sisters-in-law who bonded through motherhood and struggled with feeling like ourselves once we had our babies. Our identities had somehow been replaced their identities.

It is our dream to celebrate and support you as you take on every stage of motherhood.

BEHIND THE BRAND



SOCIAL PROOF

When browsing through the page your audience starts to know and like you, but do they also trust you?

Trust creates customers - it's the currency of the online world!

Building trust with your visitor so they feel safe with you is key.

Always add (some form of) testimonials on your website. If you don't have reviews yet, you can start out with statements from your friends and family and then move to "real" reviews from people who write their opinion on your product.

You can show this section as a slider, add photos, use a third-party app such as YotPro, or even use User Generated Content (UGC) such as videos that people share on social media.



Customers who soiled themselves



These guys are amazing! We had overlooked purchasing a present for a colleague who was retiring and they went above and beyond to make sure the plant gift was delivered on time on short notice. We can't thank Melissa and the team enough!

— Rebekah, Fortitude Valley

EMAIL OPT IN

We could go on and on about emails and newsletters - but at the end of the day it's a truly reliable form of marketing. You own your list and this is a goldmine that no one can take away from you!

This is why you should start list-building, like, yesterday.

However, people these days don't just give away their email address for free anymore. Offer an instant incentive like a code for \$ or % off (or even free shipping) will help with collecting emails and data.

You could also offer a lead magnet, such as a valuable guide with tips and tricks that are applicable to your product.

It's very important not to make the subscriber wait for the code. Either add it to the "Success Message" and/or Welcome Email that triggers immediately after signup.

Remember to always follow up with people who opt in for your emails by setting up a Welcome Flow introducing you and your brand through storytelling. Plus, if they don't use their coupon, then remind them!

You can setup these automated flows in our favourite platform Klaviyo.

Hey fellow plant lover, here's 10% off your first order.

Becoming a plant parent is exciting - we'll share our best tips & tricks with you!

Enter email here



EXTRAS

There are many other sections that you can add to your homepage - as long as they are relevant!

Some great examples are:

- More banners with call-outs
- More product or categories with features
- Blog posts
- Rewards program signup
- Subscription info
- Instagram feed
- "Featured in" logos
- Stockists logos
- Map with store location



THE JADE CLUB

At Jade Beauty we are passionate about giving back to like-minded people who LOVE our planet and our skincare, so we created The Jade Club just for you.

Think VIP offers, exclusive secret promos and all-expense paid annual wellness retreats. WHAT?!!

We did say we were different under the surface.

Beauty inside and out comes easily with great people around you.

Come join us - and bring your bestie.

[COME ON IN](#)

Limited Editions

You're all individuals

Check out our limited edition plant friends that we've been nurturing since the day they were born. Unique pots with amazing plants!

[SHOP LIMITED EDITIONS](#)



READY TO GROW?

FIND A STOCKIST NEAR YOU



GET ACTIVE ON OUR SOCIALS

Tag us [@reactive_sport](#)



AS SEEN IN

VOGUE LIVING

The New York Times Magazine

belle
MAGAZINE

realiving

THE LOCAL PROJECT



WARDROBE NON-NEGOTIABLES ACCORDING TO NEWS CORP'S NATIONAL STYLE EDITOR

Everyone's favourite Insta fashionista and News Corp's new NATIONAL STYLE EDITOR (!!!), Annabel Falco, gave us the low down on what staples you ~need~ in your wardrobe this season. And yes, NEED...



OUR NEW COLLECTION IS HERE & IT'S GOT MEGA Y2K VIBES

Remember MSN, flip phones, So Fresh CDs and Tamagotchis? Same. Our new collection was inspired by this special moment in time and designed to deliver a big hit of dopamine...



2021 SUMMER COLOUR TRENDS FROM A REAL LIFE STYLIST AND HOLY YES, WHAT A MOOD

Respected fashion stylist and influencer Cat Sanz gives us the low down on what colours you ~need~ in your wardrobe this summer.

A view of a clothing store's storefront with a white sign in the center containing store information.

VISIT US IN STORE

MON 10.00AM-3.00PM
TUE - FRI 9.30AM-5.00PM
SAT 10.00AM-4.00PM
SUN 10.00AM-3.00PM

PH: 0402 108 891

Our Location:
158C Oxford Street, Bulimba QLD

[GET DIRECTIONS](#)

FOOTER




The footer of a website is just as important as the header, as it is the last chance for you to grab a visitor's attention and encourage them to take action.

Some of the most common components in a website footer include navigation links, social media icons, and contact information. You can also add in your newsletter signup here, so it's visible on every page.









The footer's colour should be different to the rest of your website. Just a subtle grey or a lighter or darker branding colour works well. We don't want to use your main branding colour or CTA colour, as we don't want the footer to stand out too much!

Within Shopify you can also opt to add your payment icons and a country selector.

Shopify's footer automatically show the copyright plus a "Powered by Shopify" message. You can remove this message by going into your theme customisation and click Edit Languages > Search for Powered by Shopify > Add a space or replace this with a different message.

About Busy Kids Busy Kids stocks exclusive brands for your little ones, from clothing & accessories to gifts, toys & decor. We pride ourselves in great friendly customer service and provide our customers with nothing but the best quality clothing and accessories.	Collections Boys Girls Babies Footwear Sale Outlet Accessories Books	Quick links Search FAQ's About Us Contact Us Privacy Policy Orders & Payment Shipping & Handling	Subscribe To Our Newsletter Sign up to our newsletter for VIP access to exclusive offers & sales! Enter email <input type="text"/> →   
--	--	--	--

Australia (AUD \$) ▾

© 2022 Busy Kids Children's Boutique. Site Credit

Chat with us! 1

Rather leave it up to the pros?



If your homepage doesn't tick all of these boxes then allow us to help. It might be time for a fresh set of eyes that can help you with a beautiful (re)design!

We've built hundreds of Shopify stores that inspire, connect, and attract your ideal customer through a strategically designed homepage that shines a light on your voice and product.

Professional Shopify Design & Development

from \$ 999 ex GST

Shopify Redesign

from \$ 799 ex GST

Conversion Rate Optimisation

from \$ 699 ex GST

Homepage Copy

\$ 399 ex GST

Technical SEO Setup

\$ 499 ex GST



GILL
HOME BIRD
AUSTRALIA



"I would not hesitate to recommend Siri. I first approached her to rebrand my whole website including logos and banners. I never really knew in my head what I wanted, until Siri completely nailed what I was thinking! Siri works in a timely fashion, is very approachable and I couldn't be more pleased with the outcome! I have had so many compliments on my website, thank you Siri :)"



LYDIA
GIMME STORE



"We think you are SUPERWOMAN. Your attention to detail has not gone unnoticed. You have been so thorough and made recommendations along the way when we needed guidance. We will absolutely use your services should we need website assistance in the future because we have genuinely been so impressed with your responsiveness, patience and knowledge."



SIMONE
GLOSS & CO



"What a dream! I've worked with Siri on our new website which was more than a little complex. Siri absolutely nailed it! New theme, lots of changes and new functionality, some crazy requests on my behalf and additional coding for the back end. From zero to go live in three days. Totally recommend. Thank you!"



t: 0413 378 033

e: contact@siritheagency.com

w: siritheagency.com