BOUNDLESS
LEADERSHIP INSTITUTE 2022

Website That Works Home Page Checklist

Main Menu
What are your 3-5 most important links?

Call to Action

Header
What do we offer?
How will this make their life better?
How do they get involved?

Call to Action

Hero Section
What is most important and/or relevant right now?

Call to Action

Value Props
What is the "gap"?
How do we show empathy for the "gap"?
Position as a solution that can fill the "gap"?

Call to Action

Core Content
What content, announcements, initiatives, opportunities, etc. do we want people to see on our home page?

Call to Action

Footer
What links/info do we want to repeat/add?

Call to Action