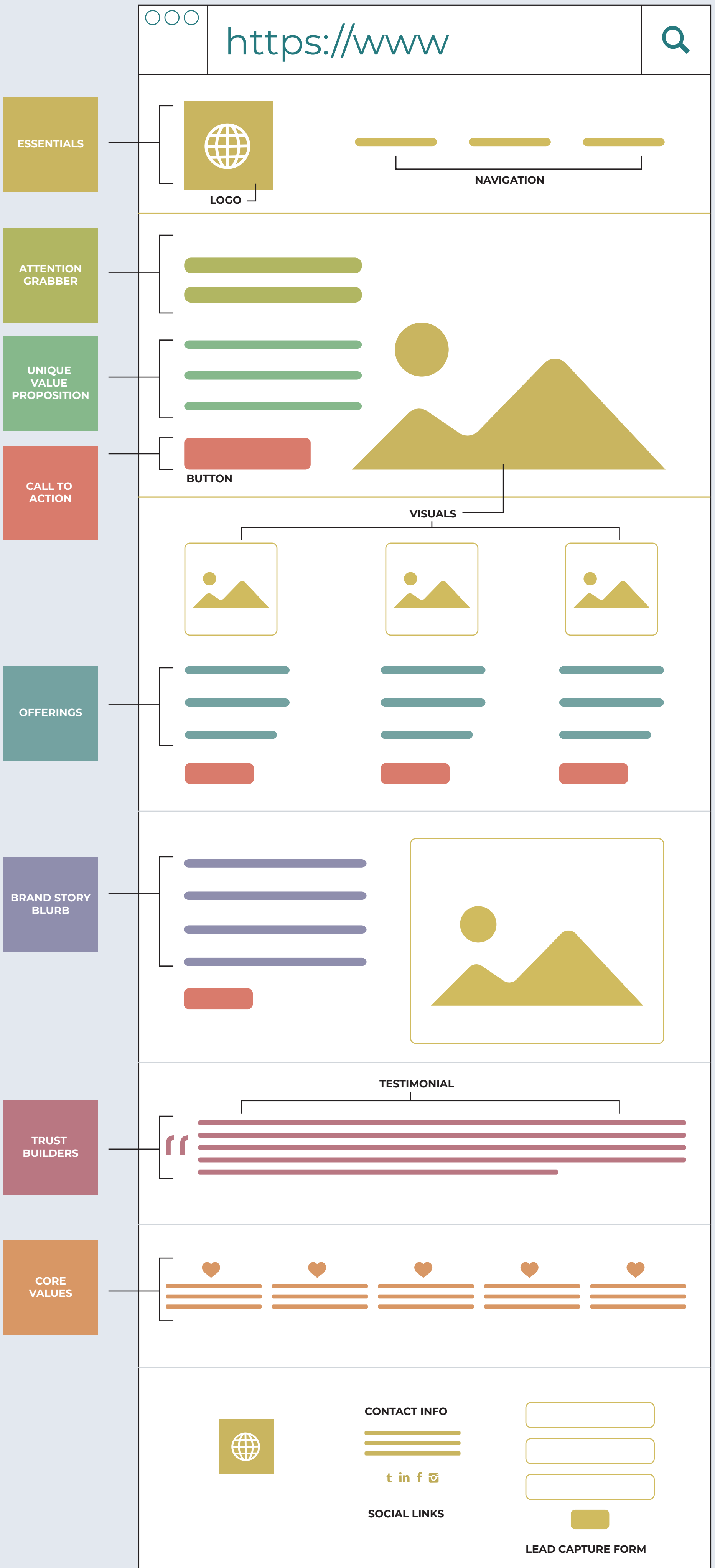


Elements of the 1 Day[®] Classic Home Page



1 Day® Classic Home Page Checklist

ESSENTIALS

- Consistent branding: business name, logo and colors
- Engaging visuals: images, video, graphics, iconography
- Easy navigation: menu, search, buttons
- Obvious contact information: email, phone, address, social media
- Lead capture form: contact form, email newsletter sign-up

ATTENTION GRABBER

- Adheres to the Brand Voice characteristics
- Aligns with the primary Brand Archetype
- Makes a bold statement
- Hints at the customer's top pain point
- Uses intentional words, punctuation and capitalization

UNIQUE VALUE PROPOSITION

- Clearly and concisely explains what is being sold.
- Has obvious relevance to your ideal customer.
- Differentiates the brand from its competitors.
- Addresses a specific pain or offer a specific benefit.
- Includes the primary SEO keyword phrase.

CALL TO ACTION

- Uses alluring words and action verbs
- Adheres to the Brand Voice characteristics
- Is clear what is happening next
- Creates a sense of urgency or intrigue
- Uses button formatting with intentional design

OFFERINGS

- Names each product or service offered
- Describes the key benefits and features offered
- Uses important SEO keyword phrases
- Mentions specific results of buying
- Has an accompanying visual element

BRAND STORY BLURB

- Includes "know, like, trust" factors
- Uses important SEO keywords, including the company name
- Demonstrates personality with Brand Voice and Brand Archetype characteristics
- Puts the most important, intriguing or impressive information first.
- Describes the "why?" "how?" and/or "who for?"

TRUST BUILDERS

- Provides evidence that the brand is legitimate
- Offers external data to substantiate claims
- Shows the humans behind the business
- Builds credibility for new website users
- Increases the chance a user will buy (or take an action toward buying)

CORE VALUES

- Differentiates the brand from its competitors
- Builds an emotional connection with the reader
- Is formatted consistently with approximately the same number of words in each blurb
- Is aligned with Brand Voice characteristics and the Brand Archetype
- Has an icon, image or other visual element to accompany each value