

# The Ultimate Small Business Homepage Blueprint

Grow Your Small Business  
with Winning Web Design!

WRITTEN BY: GARIK GOODELL

# Foreword



**GARIK GOODELL**  
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"Design is not just what it looks like and feels like. Design is how it works.."

- STEVE JOBS

Hello and welcome! I'm Garik Goodell, founder of G Squared Studio, and I'm thrilled you're here. Since 2009, I've had the pleasure of crafting hundreds of websites for small businesses just like yours. My mission is simple: to help you turn your online presence into a powerful engine for growth. I've seen firsthand how a well-designed website can transform a trickle of leads into a steady stream, and I'm passionate about guiding you to achieve the same success.

Why do I care so much? Because I believe in the power of choice—the freedom to wake up each day and decide how you'll impact the world with your products or services. My greatest joy comes from helping you live a fulfilling life through the success of your business.

So, let's embark on this exciting journey together! I hope you find this guide both fun and invaluable as we work to make your website a true reflection of your vision and drive.

Welcome to "The Ultimate Small Business Homepage Blueprint: Grow Your Small Business with Winning Web Design!" I'm thrilled to share this guide with you because

I know how crucial a stellar homepage is for your business. Whether you're just starting out or looking to refresh your site, this blueprint is your ticket to creating a homepage that's not just eye-catching but also packed with functionality. Dive in to discover how to make your homepage pop, engage your visitors, and turn clicks into customers. Let's transform your website into a powerful business tool together!



# Getting Started



"Nothing is impossible. The word itself says, 'I'm possible!'"

– AUDREY  
HEPBURN

I know, the last page might look like a lot—don't worry, you don't need all those sections on every website! For a successful small business homepage, focus on the essentials: Header, Hero, Services/Products, Testimonials, About, CTA, and Footer. I promise, keeping it simple can lead to fantastic results! Over the next few pages, I'll break down each of these key sections, highlighting what's important, the specific elements you should include, and the best practices to make them shine. By tackling each section step by step, you'll create a homepage that's both powerful and easy to manage. Let's get started and make your ideal homepage a reality—it's going to be a fun and rewarding journey!

# The Header

## (Navigation Bar)



**Position:** Top of the page, spanning the full width.

### Contents:

- Logo on the left.
- Navigation Menu with links to key pages (e.g., Home, About, Services, Products, Contact).
- Call-to-Action (CTA) button (e.g., "Get a Quote" or "Buy Now" or "Book Now") in the far right corner.
- Contact Information (phone number or email) can be placed at the top right. (optional)

### Best Practices:

- Keep the navigation simple and intuitive.
- Ensure the logo links back to the homepage.
- The CTA button should stand out with a contrasting color.

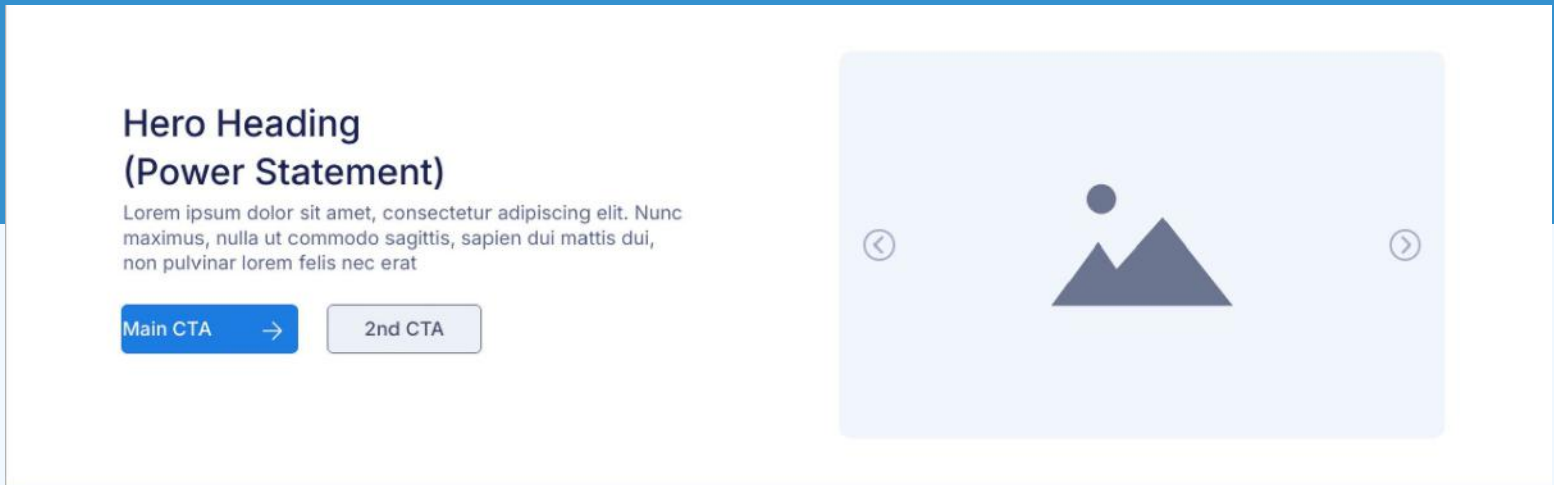
## THE GOAL

The header's goal is to ensure clear navigation, make a strong first impression, and guide visitors to key areas, encouraging them to take the next step.



# Hero Section

(Slider)



**Position:** Directly below the header, typically the full viewport height or half-height.

## Contents:

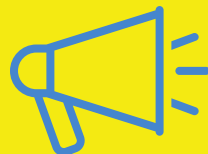
- High-quality image or Video Background that reflects your brand or services.
- Headline that clearly communicates your business's value proposition. (power statement)
- Subheadline that provides more detail or reinforces the headline.
- Primary and Secondary CTA (e.g., "Shop Now," "Learn More").

## Best Practices:

- The hero section should grab attention immediately and convey what your business offers.
- Use concise, impactful text and a strong visual.
- The CTA should encourage users to take the next step, whether that's learning more, purchasing, or contacting you.

## THE GOAL

The hero section's goal is to grab attention immediately, clearly communicate your value proposition, and encourage visitors to take action with a compelling call-to-action.



# Services/Products Section

## Product/Services

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus, nulla ut commodo sagittis, sapien dui mattis dui, non pulvinar lorem felis nec erat

[Learn more →](#)



### Service 1

Lorem ipsum dolor sit amet nulla adipiscing elit. Nunc maximus, nec ut commodo

[Learn more →](#)



### Service 2

Lorem ipsum dolor sit amet nulla adipiscing elit. Nunc maximus, nec ut commodo

[Learn more →](#)



### Service 3

Lorem ipsum dolor sit amet nulla adipiscing elit. Nunc maximus, nec ut commodo

[Learn more →](#)



### Service 4

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[Learn more →](#)

**Position:** Below the Hero section.

## Contents:

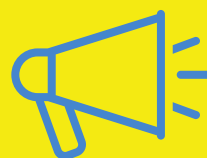
- List of Services or Products offered by your business, each with a brief description. Icons or Images that represent each service/product. (This doesn't need to be all services, just top services)
- Link or CTA for more detailed information or direct purchase.
- High-quality image showcasing your product/service (optional)

## Best Practices:

- Present your offerings in a clear, easy-to-digest format.
- Use visuals to make this section more engaging.
- Prioritize the most popular or important services/products.

## THE GOAL

The goal of the product/service section is to showcase your offerings clearly, highlight their benefits, and guide visitors toward learning more or making a purchase.



# Testimonials/Reviews Section



**Position:** Below the Services/Products section.

## Contents:

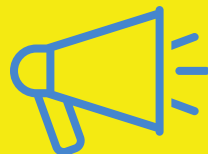
- Customer Testimonials or Reviews highlighting positive experiences with your business.
- Customer Photos or logos, if available, to add authenticity. (optional)
- Star Ratings or other visual cues to emphasize positive feedback.(optional)

## Best Practices:

- Keep it short and focused on what sets you apart and why you are the best option.
- Use friendly, approachable language.
- Have you best review be showcased first.

## THE GOAL

The testimonial section's goal is to build trust by showcasing positive customer experiences, demonstrating credibility, and reinforcing the value of your products or services.





# About/Introduction Section

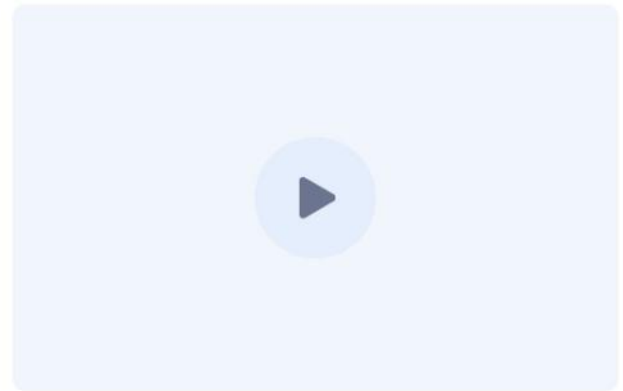


## About

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Get Started →

Learn more



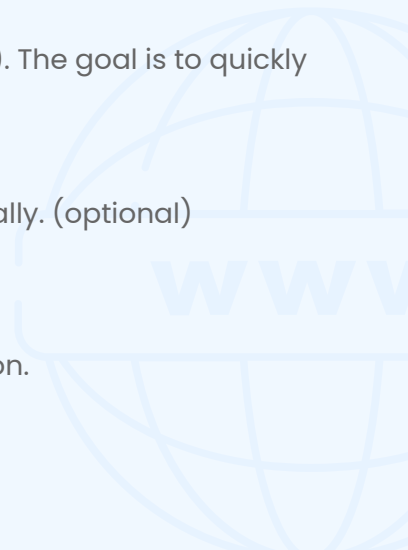
**Position:** Below the testimonials section.

### Contents:

- Brief Introduction to your business (who you are, what you do, and why you do it). The goal is to quickly edify your business.
- Supporting Image or video
- Mission Statement or Core Values to build trust and connect with users emotionally. (optional)

### Best Practices:

- Keep it short and focused on what sets you apart and why you are the best option.
- Use friendly, approachable language.



## THE GOAL

The goal of the About section is to introduce your business, share your mission, and connect with visitors on a personal level, building trust and credibility.



# FAQ Section

(Optional)

## Frequently Asked Questions

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FAQ Heading 1	—
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FAQ Heading 2	+
FAQ Heading 3	+
FAQ Heading 4	+

**Position:** Below the About section (if applicable).

### Contents:

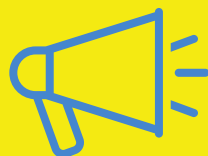
- 5-8 Of the most critical asked questions.
- High-quality image representing the positive effects your product or service provides. (optional)

### Best Practices:

- Answer questions that address objections that someone might have, holding them back from working with your business.
- Answer the questions you are most commonly asked.

## THE GOAL

The goal of the FAQ section is to address common questions, reduce potential objections, and provide clarity, helping visitors make informed decisions about your products or services.



# Portfolio/Case Studies Section

(Optional)

## Portfolio/Case Studies

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### Feature 1

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[Learn more →](#)



### Feature 2

Lorem ipsum dolor sit amet nulla adipiscing elit. Nunc maximus, nec ut commodo

[Learn more →](#)



### Feature 3

Lorem ipsum dolor sit amet nulla adipiscing elit. Nunc maximus, nec ut commodo

[Learn more →](#)

**Position:** Below the FAQ section (if applicable).

### Contents:

- Showcase of Work (images, descriptions) that demonstrates your expertise or successful projects.
- Case Studies with detailed breakdowns of specific projects or client stories.
- CTA to see full case study pages.

### Best Practices:

- Highlight your best work or projects that align with your target audience.
- Include before-and-after images or data-driven results if possible.

## THE GOAL

The goal of the portfolio or case study section is to showcase your best work, demonstrate expertise, and provide real-world examples of successful projects, building credibility with potential clients.



# Blog/News Section

(Optional)

## Blogs Teaser

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc maximus nulla ut commodo sagittis



**Position:** Below the Portfolio/Case Studies section. (if applicable).

### Contents:

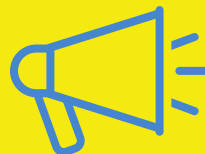
- Recent Blog Posts or News Articles related to your industry.
- Titles, Dates, and Snippets of the posts.
- Link to Blog or individual posts for further reading.

### Best Practices:

- Keep the content relevant and updated regularly.
- Use this section to establish authority and engage with your audience.

## THE GOAL

The goal of the blog or news section is to share relevant content, establish authority in your industry, and engage with your audience by providing valuable insights and updates.



# Call To Action Section

## CTA Power Statement

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Main CTA →

2nd CTA

**Position:** Near the bottom of the page.

### Contents:

- Power statement encouraging the user to take the next step.
- Primary and Secondary CTA (e.g., "Book Now," "Learn More").

### Best Practices:

- The power statement should use the pain and gain theory.
- The CTA buttons should stand out with a contrasting color.
- The CTA buttons should be different colors.

## THE GOAL

The goal of the call-to-action section is to motivate visitors to take the next step, whether it's making a purchase, signing up, or contacting you, using clear and compelling prompts.



# Contact Section

(Optional)

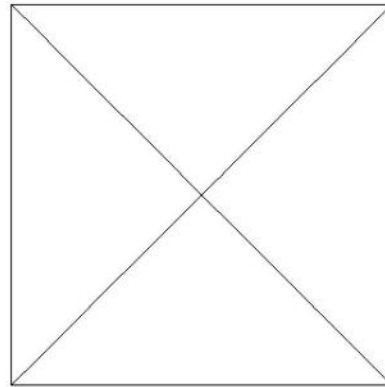
## Let's Get Started

Name

Your Name

✉ mail@example.com

Example Text



**Position:** Near the bottom of the page. (if applicable).

### Contents:

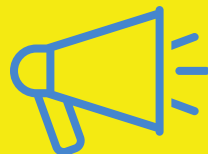
- Contact Form with fields for name, email, message, and other relevant information.
- Physical Address and Map (if applicable) for location-based businesses.
- Phone Number and Email Address for direct contact.
- Social Media Links to encourage following on other platforms.

### Best Practices:

- Make the form simple and easy to fill out.
- Provide multiple contact options to cater to different user preferences.
- Ensure the contact information is accurate and up to date.

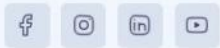
## THE GOAL

The goal of the contact form section is to make it easy for visitors to reach out, gather relevant information, and facilitate communication, leading to potential business opportunities.



# Footer

Solution	Support	Company	Legal	LOGO
<a href="#">&gt; Marketing</a>	<a href="#">&gt; Pricing</a>	<a href="#">&gt; About</a>	<a href="#">&gt; Claim</a>	<b>Get the latest news and updates</b> <input type="text" value="Enter your email"/> <input type="button" value="Subscribe"/>
<a href="#">&gt; Analytics</a>	<a href="#">&gt; Documentation</a>	<a href="#">&gt; Blog</a>	<a href="#">&gt; Privacy</a>	
<a href="#">&gt; Commerce</a>	<a href="#">&gt; Guides</a>	<a href="#">&gt; Jobs</a>	<a href="#">&gt; Terms</a>	
<a href="#">&gt; Insights</a>	<a href="#">&gt; API Status</a>	<a href="#">&gt; Press</a>		
		<a href="#">&gt; Partners</a>		



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**Position:** Bottom of the page, spans the full width.

## Contents:

- Logo
- Additional Navigation Links (e.g., Privacy Policy, Terms of Service).
- Secondary CTA (e.g., Newsletter Signup).
- Social Media Icons linking to your profiles.
- Business Hours and additional contact information.

## Best Practices:

- Keep the footer organized and uncluttered.
- Use it as a secondary navigation tool.
- Use a contrasting color to ground the page design
- Reinforce your brand with consistent design elements.

## THE GOAL

The goal of the footer section is to provide additional navigation, reinforce branding, offer key information like contact details, and include secondary calls to action.



# Launch



Your homepage is the face of your business, and with this guide, all the pieces are here for you to build it step by step! Don't feel overwhelmed—just focus on one section at a time, and watch your site come together. If you need help along the way, don't hesitate to reach out! I'm here to support you in creating a homepage that truly represents your business and drives results.

## Reach Out:



[gg@gsquaredstudio.com](mailto:gg@gsquaredstudio.com)



[www.gsquaredstudio.com](http://www.gsquaredstudio.com)

## WATCH

Check out my YouTube, where I aim to help small businesses thrive! [www.youtube.com/@gsquaredstudio6493](http://www.youtube.com/@gsquaredstudio6493)

