



# The 10 Elements of a Highly Effective Homepage

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Janelle Traister



**Let's start with "why." Why does your homepage matter? What's the purpose of your homepage?**



**It's the front door to your website and the first impression many people will have of your brand.**

That means your homepage needs to accurately **reflect your brand**, **engage your audience** (i.e. the right visitors), and **drive results** for your organization—quickly and effortlessly.



## Reflect Your Brand

Do your website visitors perceive your brand the same way you do?

Your homepage should demonstrate your voice, personality, and the level of quality you provide. Most of perceived quality comes from subtle cues in the design, build, and content.



## Engage Your Audience

Build affinity and trust with your audience through empathy and common mission. Show your audience how they fit into the story you're telling through your website's words and images.

This determines whether or not they care about your brand. If they don't, they may not be the right fit, and you want them to leave as quickly as possible. Your audience will never be "everyone."



## Drive Results

Your homepage needs to guide visitors to their next best step. How do they go deeper in their relationship with your brand? How do they move one step closer to the transformation they want to achieve?

Focus first on your primary goal. What results do you need from your website? Are you building an email list? Make that the obvious first step for your audience. Your website should be an asset—actively helping to build your organization.



## **So... how do we do that effectively?**

Let me be clear, there isn't one RIGHT way for everyone. But if you learn the “why” behind each of these 10 elements, you can design a highly effective homepage that works for your brand.



1

# HEADER

Your high-converting homepage should include a simple, clear header.



Musicians Hire Talent

Apply Now

Logo at top left

Simple menu

Clear call to action

cruise ship musicians

# YOUR JOURNEY STARTS HERE.

Get paid to play on board a 5-star cruise ship while you travel the globe! Now booking cruise ship musicians, bands and entertainers on the top cruise lines.

START AN APPLICATION

CREATE ENGAGEMENT & BELIEF SO PEOPLE WILL ACT.

# THE WORLD'S MOST INFLUENTIAL LEADERS ARE TELLING STORIES.

*Are you?*

Storytelling is humanity's oldest technology for connection, identity, and sense making. And today it's the mission-critical competency for knowledge-era leaders.

We'll help your leaders and teams tell impossible-to-ignore stories of who you are, what you do, and why you do it.

So what's your story?





CAMP IN A BOX

FIND A CAMP

HOST A CAMP

WORK AT CAMP

ABOUT ▾

REGISTER

*best summer ever*

# A WEEK YOUR KIDS WILL NEVER FORGET

We're bringing the high-end camp experience close to home.

FIND A CAMP NEAR YOU





[ABOUT US](#) [MENTORING](#) [BLOG](#) [RESOURCES](#) [DONATE](#)

[GET INVOLVED](#)

# Team-Based Mentoring for Foster Youth

Building community around foster  
youth, one mentor team at a time

[LEARN MORE](#)

# An Innovative Digital Learning Platform for Medical Schools

Discover the better way to consistently engage your students with the curriculum, and equip your faculty with the resources and support they need to guide and assess students along their learning path.

[Partner with ScholarRx](#)





[Home](#) [What We Do](#) [How We've Helped](#) [Properties](#) [Myths](#) [News](#) [Contact](#)

[FREE CONSULTATION](#)

# Building better lives for the backbone of your community

Multi-family workforce housing developments that spur economic growth and enrich neighborhoods.

[START THE CONVERSATION >](#)



2

## HERO

Your high-converting homepage should tell a story of transformation.

ENCOUNTER GOD. GROW CLOSER TOGETHER. NEVER GET BORED.

# GOSPEL-FOCUSED CAMPS & EVENTS

FIND A CAMP

▶ WATCH VIDEO

HEALTH AND SAFETY PLAN

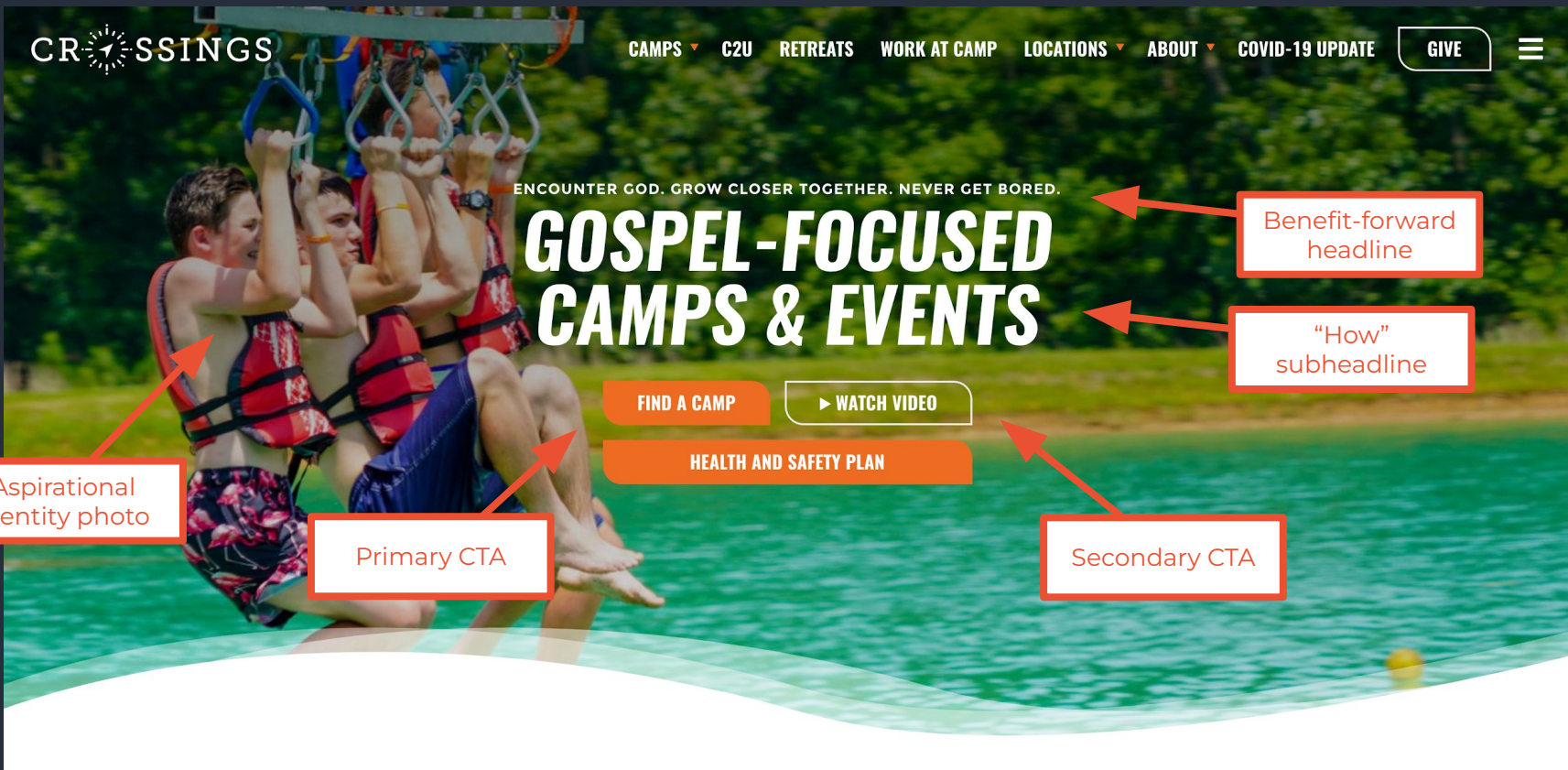
Benefit-forward headline

“How” subheadline

Aspirational identity photo

Primary CTA

Secondary CTA





STORY

[Conference](#) [Training](#) [Podcast](#) [Login](#)

# TELL STORIES THAT MATTER

We'll help you connect with our global community of purposeful storytellers so you can find inspiration and empowerment and get equipped to do your best, most creative work.

[TAKE THE FREE STORYTELLER ASSESSMENT](#)



[WHAT WE DO](#)

[ABOUT](#)

[OUR WORK](#)

[SCHEDULE A CALL →](#)

EXPERIENCES THAT

# Resonate

As a full-service, live event company, we collaborate with you to produce custom, story-driven experiences designed to inspire your audience and elevate your brand—every time.

[SCHEDULE A CALL →](#)

[OUR WORK →](#)



Products ▾ Authors ▾ Support

Log In Cart

Try for Free

# Study Smarter for the USMLE

Top-quality questions, videos and flashcards. With *First Aid*® integration. Designed to help you learn more and ace the boards.

Learn More

Start a Free 5-Day Trial





**Community  
Coordinated  
Child Care**  
4-C

[Get Connected](#) [Child Care Jobs](#) [Donate](#) [Contact Us](#)

[About](#) ▾

[Head Start](#)

[For Families](#) ▾

[For Providers](#) ▾

[Training](#) ▾

[Advocacy & Data](#) ▾

[Membership](#) →

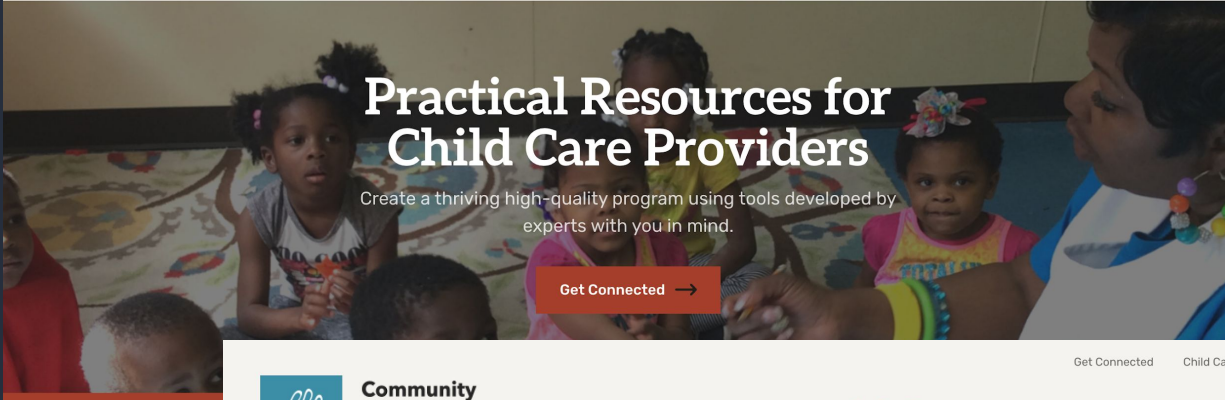


# Equipping Early Childhood Centers to Help Educators, Children, and Families Thrive

[For Providers](#) →

[For Families](#) →

Segmentation



# Practical Resources for Child Care Providers

Create a thriving high-quality program using tools developed by experts with you in mind.

Get Connected →

Families page



# Community Resources and Child Care Referrals For Families

Connect to programs and services essential for your family.

Providers page





3

## MISSION

Your high-converting homepage should clearly state your mission to address a problem that exists in the world.

Problem in the world

## A Remarkable One-Week Day Camp Experience

### A DAY CAMP FOR KIDS COMPLETING GRADES K-8

Every parent wants their child to have a great summer, but finding high-quality, local activities that you and your kids will love is difficult. Connect Camps is a one-week, day camp filled with non-stop fun, engaging activities, daily faith-based lessons, and the chance to make lasting friendships. It's an unbelievable week that your child will never forget.

Your solution

Clearly stated outcome



#### REMARKABLE QUALITY

From secure check-in and check-out procedures, to the wide array of activities, every aspect of camp is carefully designed with top-notch quality and non-stop fun in mind.



#### REMARKABLE STAFF

Over 125 years of camp experience goes into training energetic, committed, and vetted college-aged staff, who truly love what they do: connecting with and encouraging your kids.



#### REMARKABLE CONTENT

Christ-centered content is presented in engaging and interactive formats that help your kids leave camp with a deeper understanding of who Christ is and who they were made to be.

## #REALMAGIC

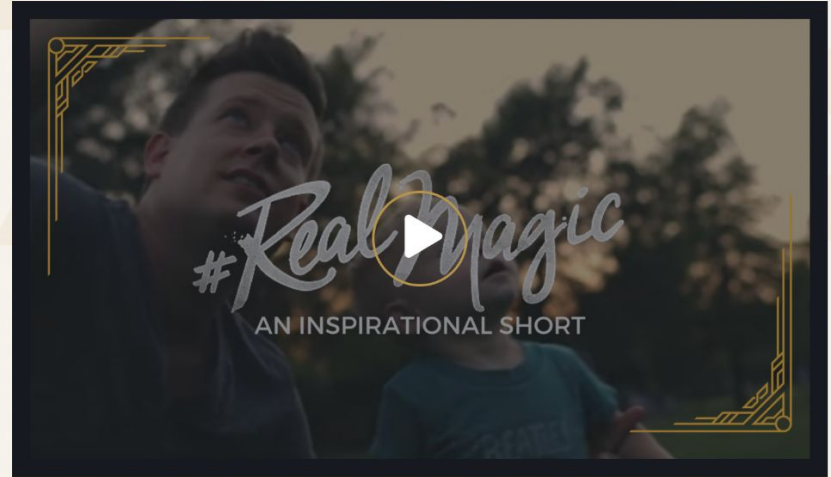
### Spend your "what if's" on your future, not your past.

Don't get to the end of your life and regret not taking a shot at the dream that is whispering to you. The world is crushing your wonder and tempting you into complacency, anxiety and an aimless future.

**But you are meant for more. More meaning. More hope.  
More *magic*.**

If you want to live out your "more", to write a new story for your future, you must first find your way back to childlike wonder—where that "more" is possible.

Harris' intentionally designed resources, transformative live experiences and community-driven coaching and facilitation can help. It's time for you (and the people you lead) to disrupt the status quo and **experience what you could previously only imagine.**



# You *can't* survive on genius alone.

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It's frustrating when you feel like you are the only one who sees a brighter future. But chasing your goals at all costs without support and accountability could alienate your team, lead to burn out, and even cost you your vision.

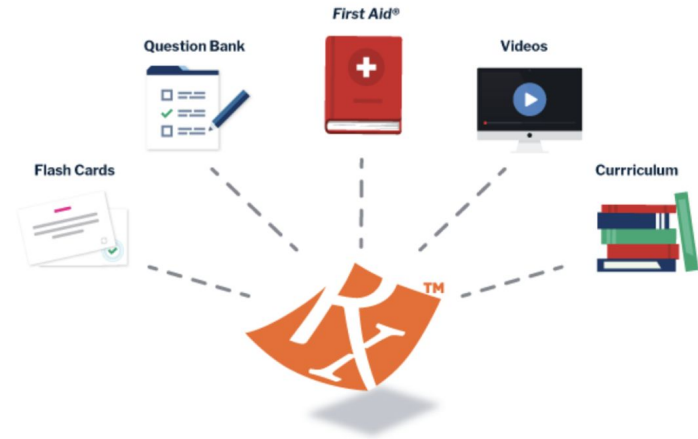


## Cultivate smarter changes and a greater vision.

Imagine if you could wake up energized and motivated to work toward your vision with a team you trust? With my proven, guided framework, you'll be able to identify blindspots, foster open communication, and harness the collective genius of your team—so you can become a more effective leader and find fulfillment in your work again.

## Stringing disconnected study tools together is an inefficient way to get the score you want.

That's why the First Aid team created USMLE-Rx. Because when all your tools talk to each other, every minute you spend studying becomes much more high yield.





■ WHY LDG?

## We believe that everyone deserves a quality place to live.

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At LDG Development, we give hard-working families and seniors in your community a place where they can hang up their hat. **We're not only building homes: we're supporting careers, encouraging education, and fulfilling dreams.**

Single mothers, factory workers, veterans, seniors—these are just some of the people that live in our developments. These folks have sacrificed income to serve their communities. If you take care of them, they'll repay it tenfold with their support and gratitude.

[Explore the Benefits of Affordable Housing >](#)



## **You are beautiful. You are valuable. You are enough.**

Made in His Image exists to empower women in their journeys from victim to survivor.

Through our blog, speaking engagements, support groups, and resources, we educate women on their dignity and worth. We aim to break the stigma surrounding health and believe recovery is possible.

**[Learn More](#)**



# Have you answered the “Big 4 Questions” yet?

Who are you?

What do you do?

Why should I care (if I am your audience)?

What should I do next?



4

## VALUE STACK

Your high-converting homepage should highlight audience-focused brand pillars.

Short headline

## This is how it works:



### PERSONALIZED CARE FROM A TEAM OF EXPERTS

Everyone is different, with unique goals and restrictions. Our therapists are trained experts and are dedicated to equipping you with a clear, personalized plan for you to achieve the long-term results you want.



### SETTING YOU UP FOR SUCCESS NOW AND IN THE FUTURE

We provide you with the tools and knowledge you need to work toward your goals on your own, long after your sessions are over, so you can continuously move toward the life you love every day.



### WE MAKE IT FUN SO YOU CAN GET IT DONE

Getting back to living the independent life you crave may feel like long, hard work. Why not have some fun with it along the way? At Lake Centre for Rehab, we have a fun, festive atmosphere.

[Explore Treatment Options >](#)

audience-focused  
differentiators or  
benefits

Primary CTA



Scale Your Business



Work Fewer Hours



Create Lasting Success

# We want to come alongside you

## Be confident in your next step.

Whether you are exploring ways to get involved or are looking for ways to respond to the needs of foster and adoptive families, we want to help you wisely discern your next step and empower you to make a difference in the life of a child or family.

## Gain community that feeds your soul.

When your community is stronger, you are stronger to help your child heal. This is why we encourage and train churches, support teams, and organizations so that they understand what it's like to parent a child with trauma. When your community "gets you", you can go that extra mile.

## Learn strategies that heal and actually work.

Traditional parenting strategies may do more harm than good. Learn specific attachment-based, trauma-informed strategies so you can connect with your child and confidently meet their unique needs.

## Have a soft place to land when things are hard.

Parenting children with a history of trauma is hard. We have been there ourselves. But you never have to do the hard things alone. We are committed to walking alongside you with empathy and care.

[Find Your Next Step](#)

*what to expect*

# So, what did your kids do this summer?

We get that you want your child (and your whole family) to have a summer they'll never forget! Here's what each and every camper will experience at Connect Camps to ensure that happens:



## Nonstop Fun & Active Play

Each fun-filled day is designed to keep your child engaged from drop off to pick up. There's no sit-and-be-bored here. From group games to sport skills, kids stay active all day long.



## Bible-Based Teaching

Using inspiring Bible lessons intentionally chosen to be memorable and encouraging, kids leave camp with foundational truths to carry them through all of life's adventures.



## Sense of Belonging

Camp's team-based environment and wide range of activities give your child a sense of belonging and a place to just be themselves.



## New Friends for the Entire Family

Your child (and your whole family) have the chance to make new friendships in your community with families in the same stage of life.



## Long-Lasting Memories

Camp isn't just fun — it's remarkable! Your kids will come home with stories of what they experienced, leaving lasting memories for you and your kids. On the last day of camp, your entire family gets to jump in on the fun and experience the final session together.



### **Do what you love**

*The view from the stage has never looked this good*



### **See the world**

*Now booking cruise ship bands in Asia, Australia, the Caribbean and more*



### **Live for free**

*Free food, free room, free travel... Save your money*



### **Get paid to play**

*Earn top dollar alongside other professional musicians*

# This isn't the affordable housing you think you know.



## Market-Standard Quality

We don't cut corners. In fact, our affordable housing developments go above and beyond design and maintenance standards for market-rate housing.



## Well-Maintained Buildings

We're in this for the long haul. We don't sell our properties—we oversee the upkeep to make sure they remain clean and gorgeous for decades to come.



## Detailed Resident Checks

We create homes for contributing members of society: the foundation of your community. That's why we carefully review each resident's background before they move in.



5

## **SOCIAL PROOF**

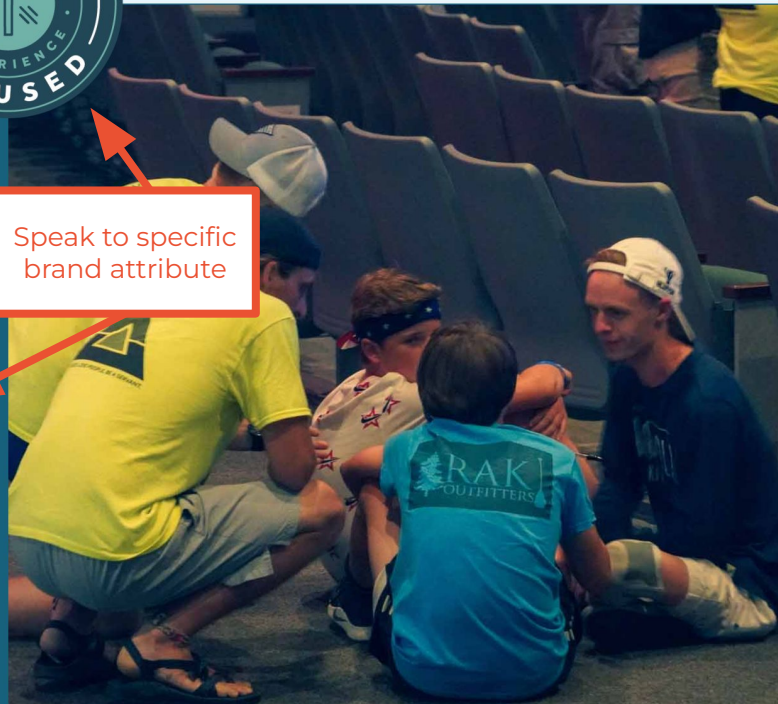
Your high-converting homepage should include meaningful social proof.



## CAMP STORIES

It's my joy to say that I loved Crossings Cedarmore more than any camp I've been to! Most importantly, the gospel is the focus in everything they do. If you're considering Crossings, sign up today!

CAM HYDE



Speak to specific brand attribute

Long-form  
“problem -  
solution - result”  
format

## SEARCHING FOR THE RIGHT YOUTH EVENT?

SO WAS PASTOR JONATHAN, UNTIL...

*“For years, our church raised thousands of dollars to send our students to a conference that often left them **uninspired, confused, or unchanged**. We began the search for new possibilities, and in 2010 discovered **The EDGE**. We have never looked back.*

*As a youth pastor, I love that it is Christ-centered, led with a commitment to excellence, and affordable for my leaders and students. **Each year our students leave The EDGE with a renewed sense of purpose and a deeper understanding of who they are in Christ.** Then they begin to eagerly anticipate their next EDGE experience.”*

— Pastor Jonathan

Hey Friend,

As soon as I finished reading this email from a youth pastor in Indiana I wanted to share it with you! Check it out...

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*For years, our church raised thousands of dollars to send our students to a conference that often left them **uninspired, confused, or unchanged**. We began the search for new possibilities, and in 2010 discovered *The EDGE*.*

*We have never looked back.*

*As a youth pastor, I love that it is Christ-centered, led with a commitment to excellence, and affordable for my leaders and students. Each year our students leave *The EDGE* with a **renewed sense of purpose** and a deeper understanding of **who they are in Christ**. Then they begin to eagerly anticipate their next *EDGE* experience.*

— *Pastor Jonathan*

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That's incredible.

Have *you* struggled to find a youth conference with substance, that your students (and leaders) enjoy, and that's actually affordable?

If so, I would love to tell you about *The EDGE*. Hit reply or give me a call directly at **615-599-5595**.

Hello Friend-

I had the privilege of serving hundreds (maybe thousands?) of youth pastors over years. But emails like this one that I got from a youth pastor in Indiana still make me giddy.

Here's what Jonathan said:

*For years, our church raised thousands of dollars to send our students to a conference that often left them uninspired, confused, or unchanged. We began the search for new possibilities, and in 2010 discovered *The EDGE*.*

*We have never looked back.*

*As a youth pastor, I love that it is Christ-centered, led with a commitment to excellence, and affordable for my leaders and students. Each year our students leave *The EDGE* with a renewed sense of purpose and a deeper understanding of who they are in Christ. Then they begin to eagerly anticipate their next *EDGE* experience.*

So. Good.

That's exactly why we put so much time and energy into [The EDGE](#) every year.

And we know there are plenty of other youth leaders just like Jonathan searching for a youth conference with **substance**, that students *and* leaders enjoy, and that's actually affordable.

**Can you say that about your winter youth conference?**

If not, please take 20 seconds and *hit reply or give me a call* directly right now... I

Reuse in emails





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“

Brilliant! I was already a believer that narrative creates powerful connection. But I've never known how to exercise it with so much strategic clarity to get results. I'm already exercising stories to engage my organization of more than 1,000 transportation workers. I wish I had discovered this transformational skill years ago.”

**Organizational Development Leader**

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Large Regional Transit Authority



# Why have tens of thousands of students trusted USMLE-Rx to help them master med school and ace their exams? Because USMLE-Rx works.

See what students just like you are saying after using these study tools to prepare for the boards and their classes:

“ The videos did an excellent job of helping me through my first pass of First Aid, the additional information of the presenters made the videos invaluable.

“ The question bank really challenged my depth of knowledge. The videos added high-yield information that my school and other sources haven't!

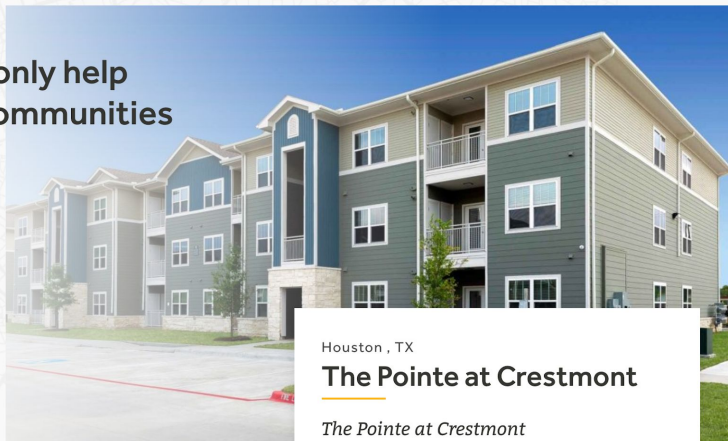
“ I got a 256 on Step 1, largely thanks to Rx starting me off in the right direction...the fact that it is coupled to the First Aid textbook was immensely useful.



## CASE STUDIES

# Our developments not only help individuals thrive, but communities too.

Rising housing costs affect everyone. See for yourself how much the neighborhoods we've developed have prospered by supporting their workforce with safe and stable places to live.



Houston, TX

## The Pointe at Crestmont

*The Pointe at Crestmont*

The Pointe at Crestmont is more than a place to live...

READ CASE STUDY



Summary to full case study page

## The Pointe at Crestmont

The Pointe at Crestmont was developed by Louisville-based LDG Development, the country's largest builder of affordable housing. LDG has developed more than 10,000 units for families and seniors in eight states including Georgia, Kentucky, Louisiana and Tennessee.

Location	Date Completed	# of Units	Occupancy Rate
Houston, TX	2019	376	100%



### The Problem: Revitalizing an area that has been left in a state of disrepair

For years, the historic Crestmont Neighborhood in Houston Texas had dealt with an old dilapidated housing development that was drug and violent crime-ridden and unsafe for those residents who were still living in these outdated units.

An increase in crime, sinking ceilings covered in mold, and, at times, no hot water were just some of the conditions residents at this housing complex dealt faced.

### The Solution: Developing a place people are proud to call home

After years of neglect, the City of Houston was able to force these out of town owners to clean this property.

Working with neighborhood and community leaders, local businesses and other key stakeholders, city leaders and LDG began working with Crestmont residents to develop a community that provided much needed brand new high-quality affordable housing that reflects the renaissance taking place throughout this historic neighborhood and replaces the systems that are unsafe at this site.

The Pointe at Crestmont is helping attract additional investment into the area including a new school, retail shops and eateries as well as other amenities that are helping to revitalize this proud neighborhood.

### The Results: Inviting economic activity throughout the area

The Pointe at Crestmont welcomed its first resident in early 2019 and is currently 100 percent occupied.

Additionally, because of the success of The Pointe at Crestmont, and the on-going need for more affordable housing within this neighborhood, talks are underway for a "sister development" at a neighboring site that will provide high-quality, energy efficient apartment homes for seniors or area residents who are 55 and older.

Influencer  
endorsement

## HUSO Helps Ben Hoffman Recover to Win Ironman South Africa

It was just before the 2018 Ironman World Championship in Kona when a "grade four sacral stress fracture" on his right side forced Ben Hoffman to pull out of the race.

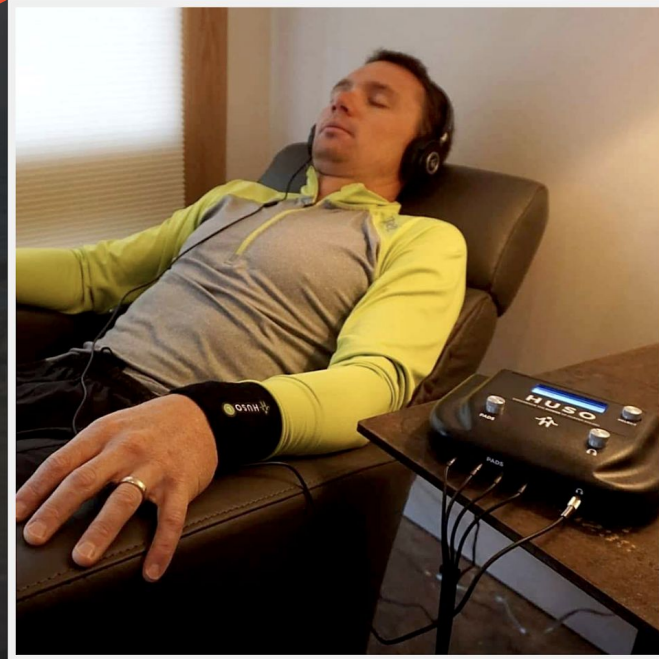
But he still attended the festivities where he discovered HUSO's revolutionary sound therapy system. Ben decided to give HUSO a try to aid in his recovery.

**And the results? A mere six months later Ben Hoffman wins Ironman South Africa.**

Today he continues to use HUSO as part of his regular training regimen. And you can, too.

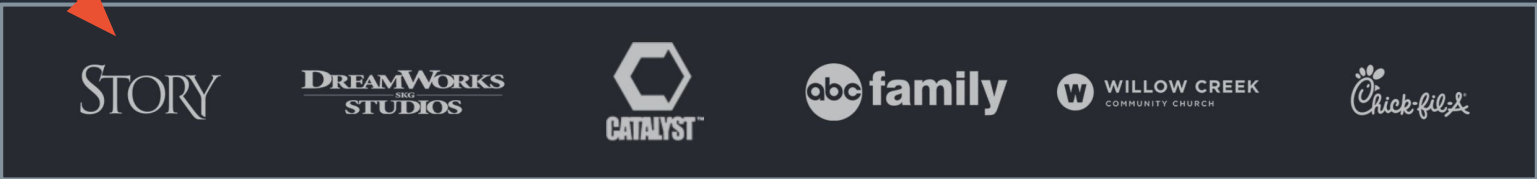
*"The effort is minimal on my end, but the benefit is substantial." —Ben Hoffman*

**Train like a champion.** Get the HUSO advantage today and save \$50 on your new sound therapy system.





Logo bar



Statistics bar

ATTENDEES

**2.5M**

EVENTS

**577**

CITIES

**70**



6

## PLAN

Your high-converting homepage should give your audience a plan.

Step 1: The action  
your audience must  
take

## Your Plan for Growing Yourself and Your Business

Step 3: The  
result

### 1 Get access

Get ongoing  
access to every  
course for  
\$275/year

### 2 Watch the courses

Each course is  
packed with  
simple, no-fluff  
business training

### 3 Achieve growth

Grow yourself and  
your business by  
mastering these  
crucial business  
skills

Step 2: What  
happens next

GET ACCESS

Primary CTA

*join us this summer*

## Save Your Child's Spot for the Summer Experience They'll Never Forget!



### 1. FIND A CITY

*25+ locations for 2020*



### 2. SAVE A SPOT

*Registration is quick and easy*



### 3. GET PUMPED!

*It's camp time!*

*campus close to home*

## FIND YOUR CITY

Registration goes live March 15! Get notified to stay in touch.



## Start Your Journey Towards Becoming a Thriving Early Childhood Education Center



### Complete the Get Connected Form Today

Tell us about your program and how you would like to grow. We will work to understand the core areas of need for you and your center.



### We Provide the Support You Need

Our experts will use a strengths-based approach and our wealth of resources to customize a plan for your program. From customized teacher training to practical resources for your office, we will work with you and help you address your needs one-by-one.



### Take Action & See Your Center Thrive

Let us help you start tackling the things holding you back. Transform your stress points into areas of growth and help your program reach its full potential.

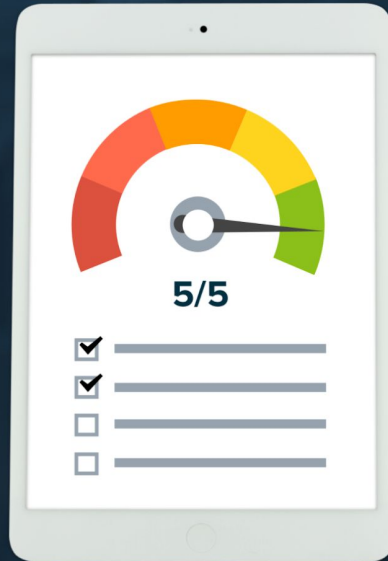


7

## LEAD MAGNET

Your high-converting homepage should offer a valuable lead magnet.

Resource  
mockup



Compelling  
headline

TAKE THE CULTURE METER QUIZ

## Discover your company's stage of culture.

A 2-minute survey will help you figure out where your culture stands, as well as show you the next steps.

GET YOUR SCORE

Value  
description

Opt-in button

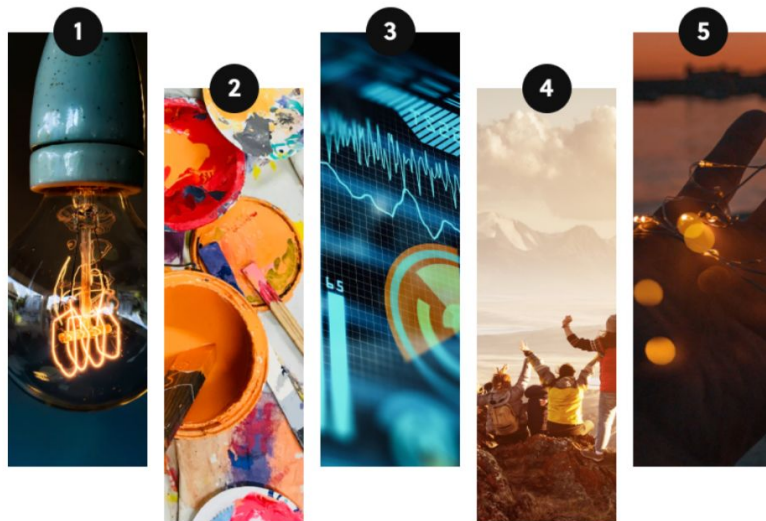
## THE ASSESSMENT

# DISCOVER THE DOMINANT MOTIVATION BEHIND THE STORIES YOU TELL

This free, 2-minute assessment will help you uncover your unique storytelling type, so you can focus your efforts and accelerate your learning.

[START YOUR FREE ASSESSMENT](#)

## WHAT IS YOUR STORYTELLER TYPE?



## WANT A FREE GROUP DEVOTIONAL?

Sign up for more information about The EDGE Student & Leaders Conference today! As an added bonus for learning more about The EDGE, we'll send you a 1-week devotional guide to get your students in the Word and guide your next youth group Bible study discussion time.

**SIGN UP & SEND MY DEVOTIONAL >>**





Experie



A CITY  
for 2020

### GET THE ULTIMATE SUMMER PLANNER

Your plans may be out the window,  
but the fun shouldn't be! Redeem  
your summer with The Ultimate  
Summer Planner.

[Get Your FREE Download →](#)

Slide-in or  
announcement  
bar



F

Registratio



# ORIGIN STORY

Your high-converting homepage should tell your origin story.

# We Believe in the Double Win

Do you feel forced to choose between success at work and life at home? With growing leadership responsibilities, more demands on your time, and increased pressures at work, your success in other areas of life can be shortchanged.

But you shouldn't have to choose between work and home. You can have the Double Win—where you win at work and succeed at life.

Empathy

Photo or video

## Hi, I'm Michael Hyatt

I've been in your shoes before. When I was the CEO of a \$250 million dollar publishing company, I didn't know how to keep up with my responsibilities at work and be present at home. However, after making changes to my productivity, goal-setting, and leadership, I was able to lead the company through an economic recession and deliver winning results, all while making it home in time for dinner each night.

Authority

Now, I teach the same principles that helped my leadership then here at Michael Hyatt & Company.





## You don't have to go it alone.

I know what it feels like to journey alone with your vision and have it feel more like a curse than a gift. But when your vision meets resistance, you don't have to go it alone.

You need guidance and a clear path forward to grow quickly, bring health to your company culture, and find fulfillment in your work again. Whether you're the principal at your firm, branching out on your own entrepreneurial journey, or waiting for that next big promotion, you deserve to thrive at work and feel supported in your goals.

Through my own professional battle scars, I've learned that as visionaries and leaders, transformation and growth starts with us. That's why I'm excited to partner with you to share what I've discovered on my journey as a frustrated visionary—and give you the tools to become the next best version of yourself.

[MY STORY](#)

About page link

Hi! I'm Clare, the founder of Imprint Hope. I created this foundation out of a burning fire to bring help, hope, and purpose to children with disabilities in Uganda.

I grew up alongside a sister with a disability. Although, it's a challenge for Kate to use words to express her desires, thoughts, and feelings, I've never known a human love deeper than hers. Kate's life has allowed me to peek inside the complex soul of a person with disability—and see how valuable, purposeful, and beautiful it truly is.

That's the experience I want to offer you through Imprint Hope—whether that's serving, giving, or praying. You'll begin to see the world differently. You'll be more attentive to people you hadn't noticed before. And you'll have the opportunity to leave a powerful mark on a child's life forever.

[ABOUT IMPRINT HOPE](#)



About page link

# A NOTE FROM CRAIG

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I started The EDGE about 20 years ago to provide an affordable, high-quality worship and discipleship weekend for students *and* youth leaders. I would love to give you a rundown of the conference—just **call me at 615-599-5595** and let's chat.



Now, you might be wondering: *What makes this conference unique?*

Easy! Here are **my top 5 reasons** you'd want to bring your group:

## **1. Most importantly, we're dedicated to discipleship.**

Two times during the weekend your students participate in smaller group Bible studies to go deeper into the Word. Plus, our speakers don't water down the gospel. They speak truth from the Bible in a way that engages students to deepen their relationship with Christ.

## **2. We train your leaders.**

It's not just for students. Your leaders (volunteers and staff) will get in-depth, practical training to reach and disciple today's generation of students.

## **3. It's just big enough.**



*About ScholarRx*

## We exist to advance Global Medical Education.

While still a medical student at UCSF, Dr. Tao Le joined the *First Aid* editorial team. Since then, he has been on a mission to leverage technology to advance global medical education. Today, institutions worldwide trust ScholarRx to provide high-yield learning tools that students love using.

[Learn More About Us](#)

Compelling  
origin story intro

## WE ARE A MOVEMENT WITH A MODEST BEGINNING

...e a worldwide ministry in which millions of children reap the benefits of one man's clear, God-given vision.

More than 65 years ago, Rev. Everett Swanson flew to South Korea to minister to American troops fighting in the Korean War. During his time there, he grew increasingly troubled by the sight of hundreds of war orphans living on the streets, abandoned by society.

One morning he saw city workers scoop up what looked like piles of rags and toss them into the back of a truck. He walked up to the truck for a closer look – and was horrified to see that the "piles" were not rags, but the frozen bodies of orphans who had died overnight in the streets.

Appalled, Rev. Swanson began including this experience into his revival meetings, and Christians responded by donating funds to purchase rice and fuel for the orphans. Within 10 years, 108 orphanages and homes in South Korea were receiving support.



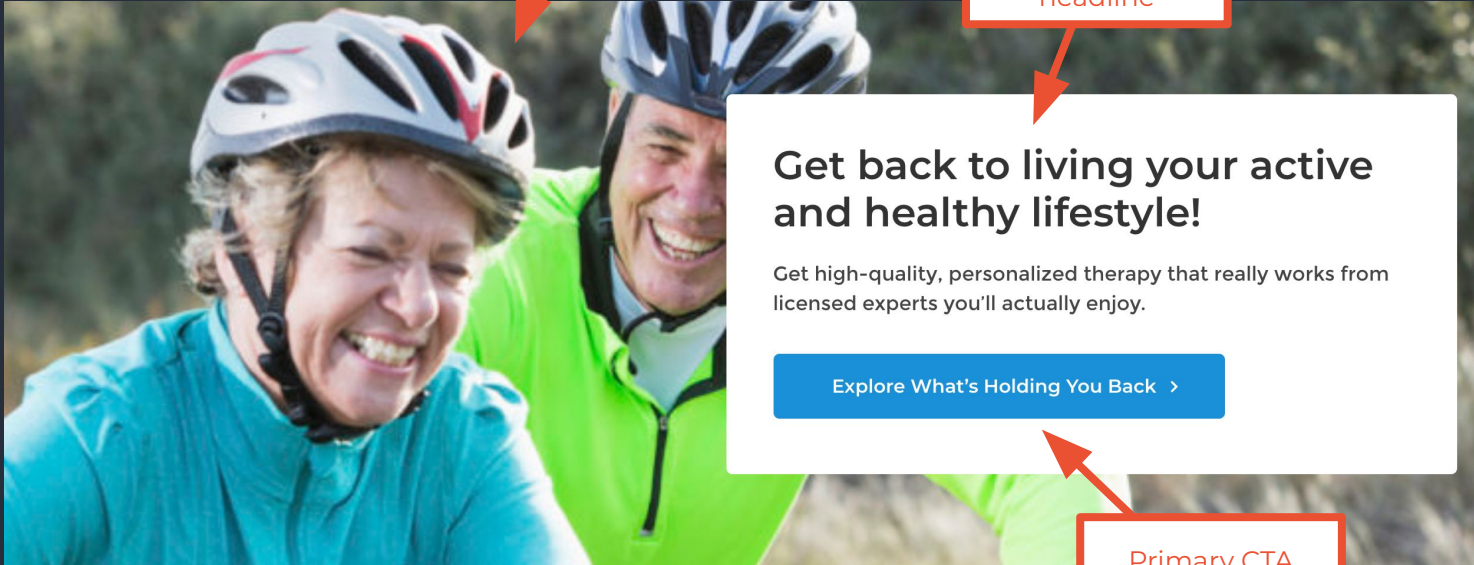


## FINAL CTA

Your high-converting homepage should show your audience their next move.

Aspirational  
identity photo

Benefit-forward  
headline



## Get back to living your active and healthy lifestyle!

Get high-quality, personalized therapy that really works from  
licensed experts you'll actually enjoy.

Explore What's Holding You Back >

Primary CTA



## Are you searching for hope and healing?

If you are suffering from an eating disorder, depression, or physical and/or sexual abuse, seek professional help today. We have researched and prepared a list of recommended medical treatment centers across the United States for you.

[find help near me](#)





## Begin Your Journey Toward Becoming a Thriving Center

Get the resources and support you need to create an engaging environment for your educators, children, and families.

[Get Connected →](#)



## Ready to launch a project?

Boost your local economy. Defeat shrinking affordability. Support those who matter most in your community. It all starts with the click of a button.

[GET YOUR FREE CONSULTATION](#)





# The future awaits you.

Discover how wonder (or the lack of it) impacts the story you're living,  
and learn how to get started with this free training.

START NOW →

Change a life. Take action today.

[GET INVOLVED](#)



10

## FOOTER

Your high-converting homepage should end with a tailored footer.

Extra links

HOME

CAMPS

RETREATS

SUMMER JOBS

ABOUT

CROSSINGS

Logo

Social links



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13420 Eastpoint Centre Drive, Louisville, KY 40223

Affiliations

Contact info.



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Fine print

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[Family Resources](#)

## For Providers

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[Success & Evidence of Change](#)



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The NEW Rx360+

Rx Bricks

Step 1 Qmax

Step 1 Express Videos

Step 1 Flash Facts

Step 2 CK Qmax

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**NOW WHAT?**



**“Knowing and doing are entirely different things.”**

Roy H. Williams



# Quick Action Plan

**Which of the 10 elements do you already have on your homepage?**

Can you make improvements to any of these elements?

**Which of the 10 elements are missing from your homepage?**

Can you add any of those elements to your homepage?

**What extra elements do you have on your homepage?**

Do they serve a clear purpose or can you remove any of them?



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- Download slides from this breakout
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“Inspire Action With Stories That Click”
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**THANKS!**



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