

# 4 WAYS TO MAKE THE MOST OF YOUR WEBSITE'S HOMEPAGE

FCR MEDIA



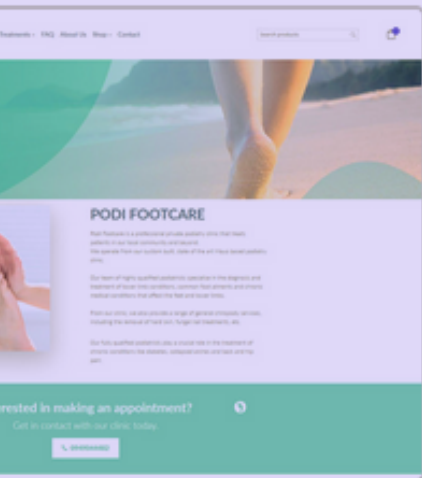
PET STORE

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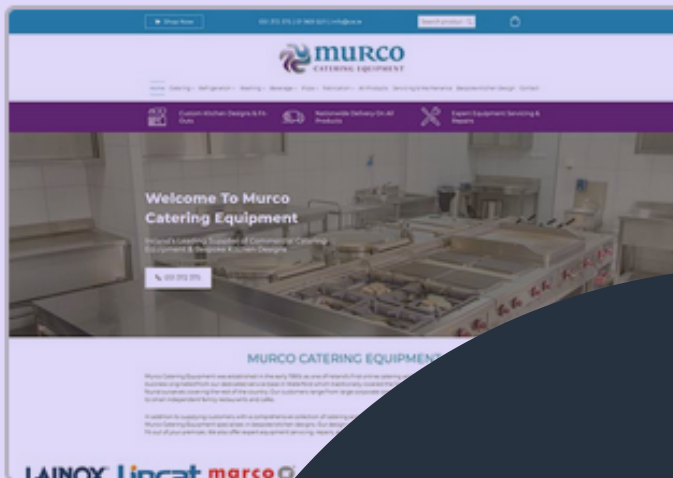
BIKES

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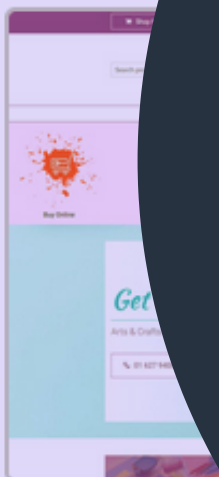
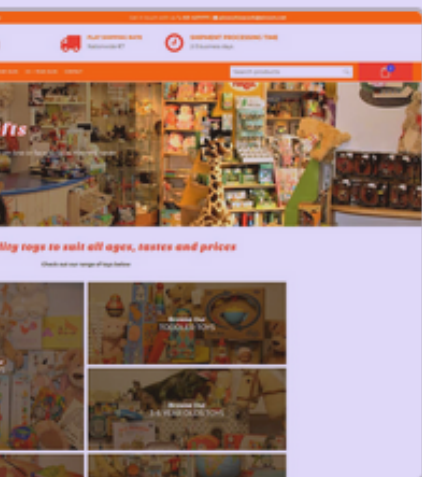


FOOTCARE

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INDUS





# Overview

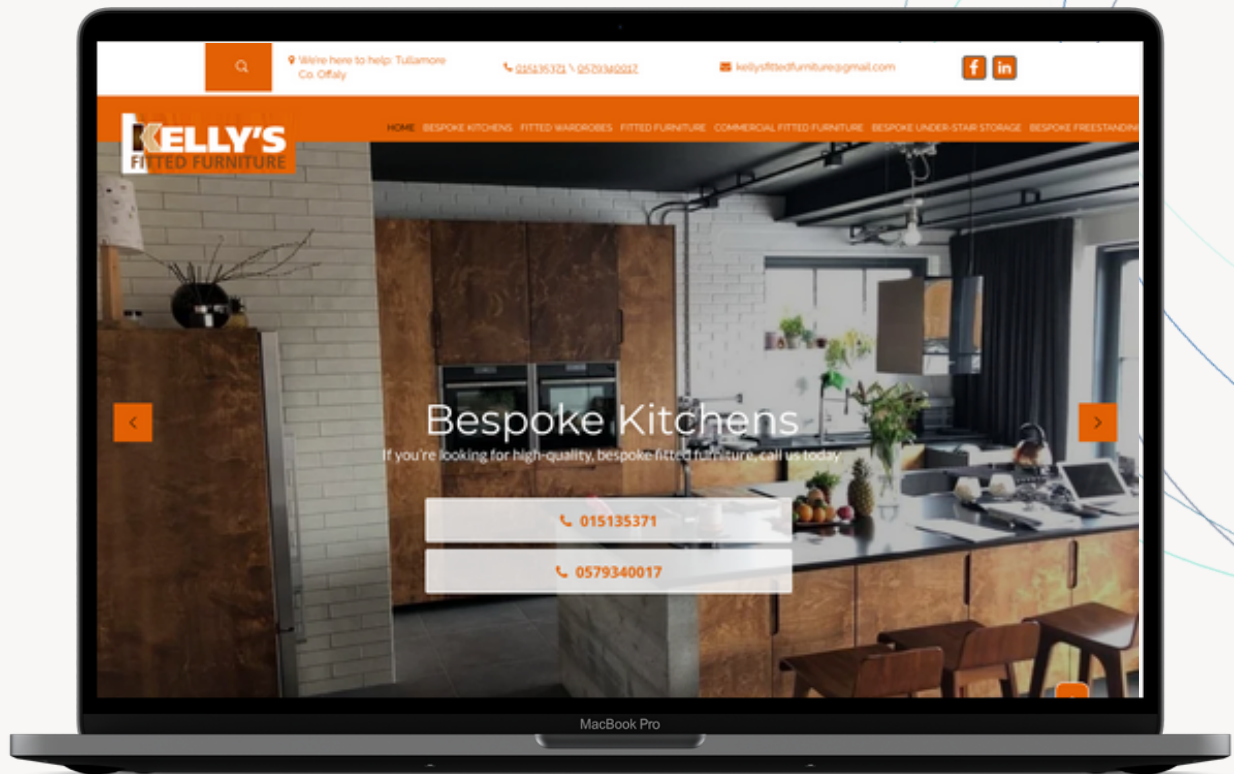
Your website's homepage is usually the first impression potential customers have of your business. For this reason, your homepage needs to be appealing, up to date, and clearly communicate your primary services or products and an easy way to contact you.

You want potential customers to be clear about what you offer and able to contact you to enquire about their needs. Here are some digital marketing tips on updating your homepage so you can avoid these issues.

Our professional web team are also on hand to build you a new website to accurately reflect your business and drive inbound leads, calls or visits to your business.

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GROW YOUR  
BUSINESS ONLINE





## Attract The Kind Of Work That Is Best For Your Business.

What products or services do you offer? This question should be answered by anyone visiting your website's homepage. By making your primary services clear and easily accessible, it removes any confusion your potential customers might have about your business.

## A Call To Action Button Makes It Easier For Consumers To Enquire, Get Info, Buy or Book With Your Business.

Your call-to-action should also be prominently displayed, encouraging visitors to take an immediate action that drives leads or sales for your business, ideally you have one or two CTA's in the top portion of the homepage that is visible when the site first loads.

# Make Sure Your Website Is Visually Appealing & Fast Loading On Any Device.

Have you ever visited a website that seemed cluttered and confusing, its hard to read on your mobile device and takes ages to load? If so, we are sure you didn't spend very long interacting with that company. The same goes for your potential customers; if your website isn't visually appealing or quick and easy to navigate, they will quickly leave it.

## Ensure Your Contact Info Is Easy To Find.

When someone visits your website and is interested in the products or services you offer, how do they contact you? If they have to search for your contact information, chances are interest will be lost before they can find it. To prevent this, ensure that your preferred way to be contacted is prominently displayed on your homepage.





1. Should I upgrade my website?
2. What marketing investment will give me the best return?
3. How does my business perform in local search?

Find your strengths & weaknesses online - Get report now

[Not listed in Google Maps?](#)

[Generate My Report](#)

On average just **90 seconds** wait time to generate your custom business report - see an example of what you will get below.

**[CLICK TO GET REPORT](#)**  
**[or visit https://report.fcrmedia.ie](https://report.fcrmedia.ie)**

## Get This Report For Your Business

No1 Business, Your Street, Your Town, Ireland (01) 6188000

Overview

Detail

Only 5% of businesses in County Dublin score higher

[See how your business stacks up](#)

Local business solutions that put you in control - Speak to [FCR Media](#)



Checked 30 pages less than 6 hours ago

Report provided by FCR Media  
 We help local businesses nationwide reach their customers online. We specialise in Website, eCommerce and Booking Solutions, Digital Advertising Campaigns, Organic and Local SEO, 360/Web VR Tours.

Local Consumer Search 63

Reach Nearby Consumers Looking Now

<span style="color: green;">✔</span>	Google Business Profile	Claimed listing
<span style="color: orange;">!</span>	Local pack	Target keywords are not local searches
<span style="color: red;">✘</span>	Local listings	6 found (15 directories searched)
<span style="color: orange;">!</span>	Business details	Inconsistencies detected

Website - Search Foundations 83

These factors contribute to your websites visibility and rank on Google.

<span style="color: green;">✔</span>	Amount of content	13,913 words on 29 pages
<span style="color: red;">✘</span>	Content keywords	Issues found
<span style="color: red;">✘</span>	Headings	Not well defined
<span style="color: red;">✘</span>	Titles and descriptions	Duplicates detected
<span style="color: orange;">!</span>	Alternative text	Alt text missing for image links

# Let Us Do It For You

## Drive Sales, Leads, Calls or Visits For Your Business.

FCR Media is here to help. We understand that staying up-to-date online is crucial to your success. That is why we offer a hassle-free solution to build and maintain your website, ensuring that your online storefront remains fresh and appealing to your customers. Just call us, and our team will take care of the rest. If your website is with us and you want to make a change or add a new service, just drop us a line, we're here to make you look good.

If you are not an FCR Media customer yet, don't worry! Our team of local business experts is here to help you take control of your online presence. Whether you need assistance with website design, SEO, or other digital marketing solutions, we've got you covered. Give us a call, and we will work with you to develop a customised plan that meets your specific business needs. Contact FCR Media today to learn more about how we can help your business succeed online.

[info@fcrmedia.ie](mailto:info@fcrmedia.ie) | +353 1 618 8000

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Local business  
solutions that put  
you in control

TAKE CHARGE OF YOUR  
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# FCR MEDIA

5 Manor Street Business Park,  
Stoneybatter, Dublin 7  
D07 FK58

+353 1 618 8000  
[info@fcrmedia.ie](mailto:info@fcrmedia.ie)  
[www.fcrmedia.ie](http://www.fcrmedia.ie)

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