



Homepage Hierarchy

When planning out your homepage keep these few things in mind:

- **User Experience**
Think about your target audience and why they are using your website and what they want out of it.
- **Keep it Simple**
You do not want to overwhelm you audience with too much information. Only have the essential information that will grab their attention. Secondary information can be placed on subpages.
- **Make it Readable**
Studies have shown that users *scan* websites. Keep your information short but effective, and or break up text with bullet points, headers, etc.
- **See it as a “Call to Action”**
Think about your “call to action section” this will explain the purpose of your whole site/department. If you want to implement a carousel, make sure the images are relevant to your website. (***NOTE** carousels cannot slide automatically due to accessibility reasons)

Below are some examples of Homepages:

[College of Social Work and Criminal Justice | Florida Atlantic University \(fau.edu\)](#)

[Office of the President | Florida Atlantic University \(fau.edu\)](#)

[Board of Trustees | Florida Atlantic University \(fau.edu\)](#)