

Anatomy of an excellent homepage

Everything — photo, fonts, colors, placement — works to guide your eye to the focal point: starting and growing your business. Content is all about the user, especially answering the users’ questions. At the sentence level, note how strong verbs do the work in simple sentences.

The layout is clean and simple and the color palette is restrained, keeping the focus on the what the user needs to do. Strong verbs continue to carry the weight in the headings, as a conversational tone in the captions builds trust.

The focus shifts to nouns in this section, identifying the types of help SBA can offer. Below the headings, verbs pick up the workload, again, guiding the user through the ways to use the site and SBA.

**Judges’ comments:**

*“This homepage is all about the user, not the agency.”*

*I immediately knew what this homepage offered and what the customer can expect from it — unusual in a federal webpage. It masterfully uses spare language and active verbs. It makes me think, “I can do this.”*

*“The page exudes optimism and energy. It actually makes me want to start a small business. Bravo, SBA.”*