

Subject line:

7 Ways to Turbocharge Your Trucking Industry Homepage

Message:

Is your homepage copy working as well as it could?

Hello <name>

Every company should have an effective, user-friendly homepage—one that works for them, establishes credibility, offers something of value, and catches the eye of sight visitors.

But how do you achieve this?

There are a number of things you can do. While there are no hard and fast rules—there are things to avoid, and things you can do to better engage your audience.

Let's take a look...

Speak Your Prospect's Language

You start by considering who your ideal prospect is. Then you speak to them using their language. In short, your language will be customized to the industry.

If you're writing homepage copy for a company that sells motorcycle accessories, you might use words such as ride, speed, or wheelie. These are just a few ideas with the wording. But you get the idea.

But if you're writing homepage copy for a health and wellness company, you wouldn't use the same language you would for the motorcycle company. You might choose terms such as energizing, nutritious, or vitamin-packed. Again, these are a few ideas with the language. There are many other terms you could use.

Be Generous With You

It's not about the writer. It's about the reader and what the writer has to offer the reader. The use of you, your, yours, you're lets the reader know they're important. So use the "Y" words generously in homepage copy.

Many companies make the mistake of tooting their own horns at the top of their homepage. They may say things like, "We're celebrating our 20th anniversary in business." Or even, "Come see our new state-of-the-art showroom." Or claim, "We're the best in the business."

While it can be okay to make these kinds of statements somewhere on your site, the top of the homepage isn't the ideal place for them. It's the place to cater to the needs and desires of your prospect. And the "Y" words will do the trick.

The What, the Who, and the Guarantee

Once you establish the language of your prospect and the use of "Y" words, you want to convey three main points:

- This is what our company does
- This is who our company does it for
- This is our guarantee

Ideally, you want these three main points above the fold (the first screen of your homepage).

Let's take a look at how that might appear as a headline, subhead, and a few words of main body copy.

Here for All Your Semi-Trailer Leasing Needs

You Order, We Move at Your Convenience

We provide the fleet quality your trucking company deserves at competitive prices...

The main body could go on a bit. But you get the idea. With just a few lines, everything is covered: using the language of your ideal prospect, generous use of "Y" words, what we do, who we do it for, and a promise (offering affordable, quality, etc.)

A common miscue on homepages is to say something along the lines of "Welcome to ABC Company." Not only is this cliché, but it offers nothing of value.

So use strong, concise, meaningful language. Make a promise. And try to stand out from the competition.

You want the copy on the first screen of your homepage to grab someone, hold them there, and make them say—this is just what I'm looking for!

Give Before You Ask

Some websites make the mistake of having a button near the top of the homepage that says something like "buy now" or "hire me," before offering anything of value. At the top of the homepage is simply too soon.

Why?

Because you always want to give something first.

Returning to our example above, the headline says, “We’re here for your needs.” The subhead offers, “We’ll bring the lease trailer to you at your convenience.” Then, the main body line is offering quality at competitive prices.

All three lines are customer focused. Once the spirit of service has been established, then, and only then is it okay to ask for something.

Make It Easy

There are a couple things you can do to create a seamless user experience for visitors who land on your homepage.

First, make it clear as day what action you want your visitors to take. Do you want them to opt in for a free e-newsletter? Do you want them to visit a page that tells them what services you offer? A bright colored CTA (call-to-action) button is the best way to prompt them.

Second, make sure there are no dead ends on your homepage or anywhere on your site for that matter. What is a dead end? It’s a web page that has no navigation links at the bottom. Web pages should have navigation links at the top, as well as the bottom. This makes it easy for the user and will minimize people bouncing off your site.

An effective, well written homepage really does matter. It can help keep people on your site, boost conversions, and lead to more sales.

If there’s anything Tribar Logistics can do for you, don’t hesitate to [reach out](#). We’re here for all your shipping, logistics, and warehousing needs—24 hours a day, 7 days a week, 365 days a year.

Best Regards,

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