

1

Main call to action

Gets users thinking about the brand and specific actions they can make.

Sign-up

A call to action that encourages people to sign up for recently added content on the site.

Featured article or essay

Shows the first paragraph of an article with associated image, as well as the day it was published and the number of comments made.

Latest entries

A short listing of the latest articles or essays that have been posted. There should be between 5-7 shown on the home page. The featured article should not be displayed in this list.

2

Search

A useful site search should always be available on the page to allow users an alternative method for finding your content.

Link list

A list of semi-recently added link content. This list should contain 5-7 links with date and comment meta information for each.

3

About company

An outline of what your company is all about.

Privacy, Terms of Use, Etc.

Most of the information that is currently listed in the footer should remain there. The contact and address information can easily be moved to the contact page, though. We also recommend adding in some navigational links, where possible.

Notes

The homepage has been shifted to emphasize content that's currently buried elsewhere in your site. The proposed navigation structure reinforces this goal.

The home page should provide a clean path to the various sections of the site.