

Hibu Smart Site Anatomy

Understanding what your site visitors see...
and what goes into an effective small business website

- 1 Ratings and Reviews**
Shows prospects that they can trust your business
- 2 Your Business Name and Logo**
Identifies your business and establishes your brand
- 3 Prominent Contact Information**
Makes it easy for prospects to contact you
- 4 Site Navigation**
Helps your site visitors understand where they are on your site and find what they're looking for
- 5 Hero, Headline and Call-to-Action Button**
Tells your visitors what you do, what they'll get, why they should choose you right now – and how to do it
- 6 Engagement Menu**
Encourages conversions – calls, form fills, etc. – by giving your visitors options so they can contact you however they prefer



- 7 Captivating Content**
Highlights the products and services you provide using:
 - ✓ Clear, compelling text
 - ✓ Images and videos
 - ✓ Offers, promotions and coupons
 - ✓ Badges, awards and certifications
 - ✓ Logos of brands you carry or work with
- 8 Americans with Disabilities Act (ADA) Button**
Indicates that your website is built with ADA features that make it easier for visitors with disabilities to navigate and use your site
- 9 Footer**
Ensures that visitors can always find out who you are, where you are, and how to contact you (including on social media) on every page of your site

Your site is built with features that increase conversion, visibility, and load speed...

1. On-Page SEO
2. Schema Markup
3. Complies with current Google Core Website Vitals

This is a representation of a Hibu Smart Site's home page components. It is not meant to represent a particular layout.

