Hibu Smart Site Anatomy

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

Ratings and Reviews

Shows prospects that they can trust your business

- Your Business Name and Logo
 Identifies your business and establishes
 your brand
- Prominent Contact Information

 Makes it easy for prospects to contact you
- 4 Site Navigation

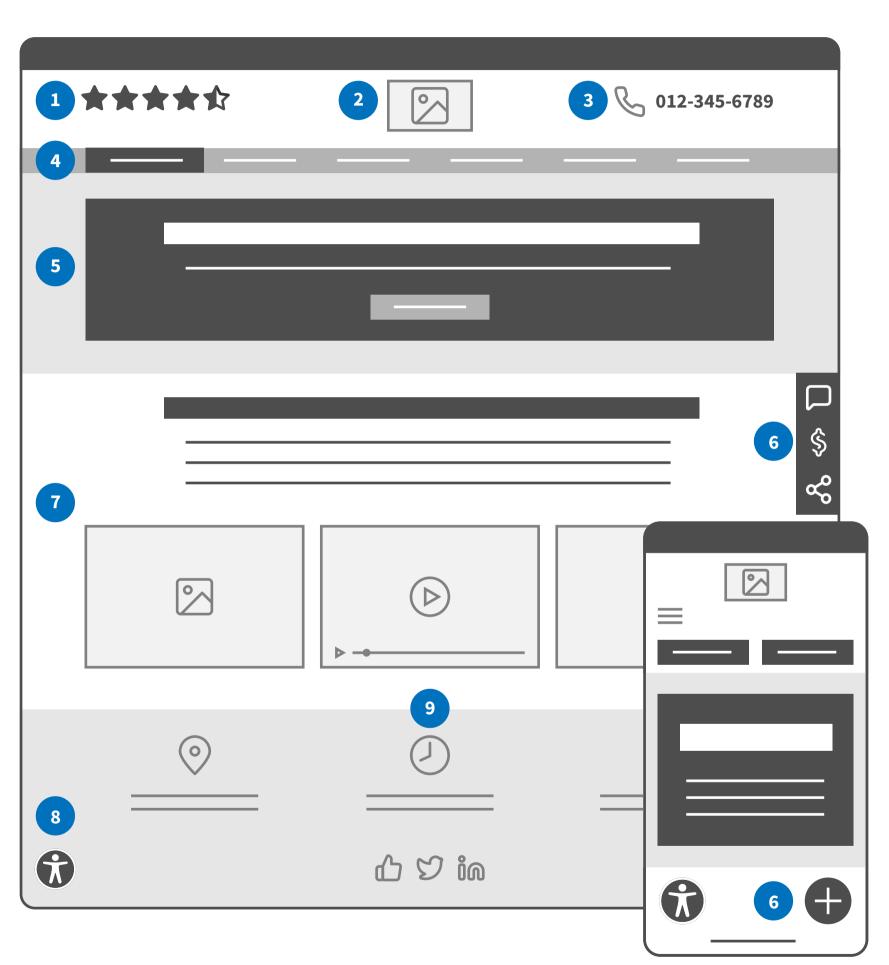
Helps your site visitors understand where they are on your site and find what they're looking for

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

Engagement Menu

Encourages conversions – calls, form fills, etc. – by giving your visitors options so they can contact you however they prefer



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

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

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

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

