

## INTRODUCTION.

You never get a second chance to make a first impression. That's why your homepage is undoubtedly one of the most important pages on your website.

For any given company, the homepage is its virtual front door -- and face to the world. If a new visitor doesn't like what they see, their knee-jerk reaction is to hit the "back" button.

Don't let that happen. Check out these 54 examples of brilliant homepage design to inspire your own homepage design strategy.

# ECOMMERCE EXAMPLES.





MARRAKESH FRESH Continue to spread the love with this ...



\$7.40

For the hodonist who doesn't compromise, butterscotch ....

VIEW PRODUCT



\$5.20

Earl Grey's flamboyant brother. Added vanilla takes ...



#### LUHSE TEA.

The look and feel of this ecommerce homepage gives the brand a personal characteristic that makes it stand out from many others.



PRINTS ABOUT FAQ FRAMES?

#### VIEW BASKET

#### Beautifully designed, large scale original screen prints.

Which fit perfectly in affordable IKEA frames.

## FOLLOW US ON TWITTER OT TO AFFAME

## FIT FOR A FRAME.

A great feature of this homepage is that the featured items are neatly presented for all to see. You'll also notice the simple but attractive slideshow.

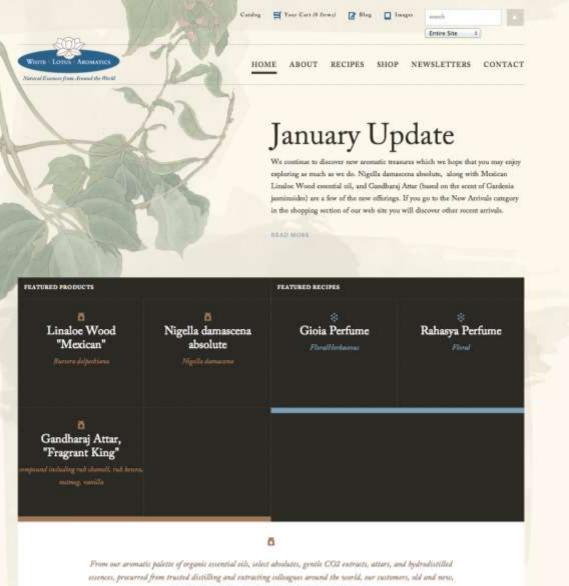




WITH SHOPLOCKET YOU CAN SELL

### SHOP LOCKET.

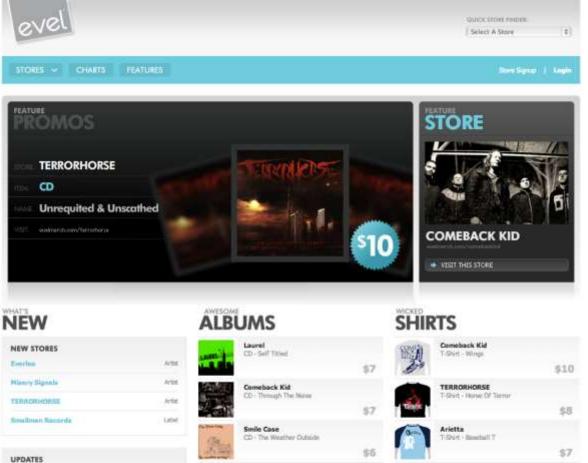
A simple and very charming design. The Facebook enabled sign up is a much appreciated feature for those looking to avoid long forms.



are sure to find the best of the gifts of the fragrant plant world.

#### WHITE LOTUS AROMATICS.

A great example of placing featured products where you'll see the greatest amount of website traffic. The monthly update also gives viewers content other than product pages.



#### Welcome to the New Site

We are pleased to welcome you to the brand new evel/kerch site. This is only Please One and we have also more in store for you in the coming months, But for the time being, go stop and support some stores...

#### EVEL.

Jonah Matranga/Kevin Seconds

\$10

\$8.75

**Red October** 

Contrabandit

T-Shirt - Slindhold

T-SNit - Obyscape

\$7

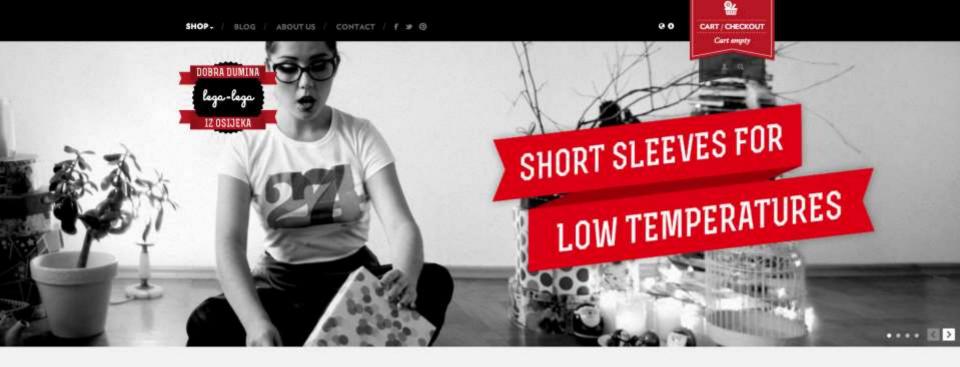
\$7

**Misery Signals** 

CD-Controller

CD-Split 7inch

You can immediately tell what this website is selling. Well organized homepage of featured items, attractive slides, and price tags.





#### LEGA-LEGA.

You'll notice a trend: Most attractive ecommerce homepages feature their products in a clean and clutter free format.

#### urban originals

bags accessories wallets sale







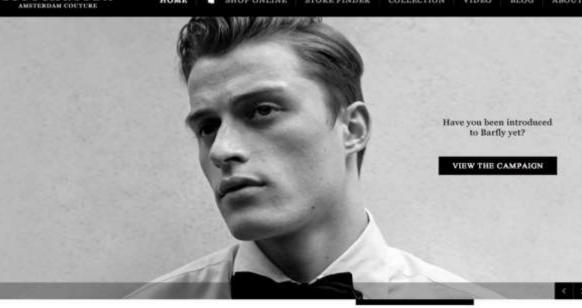
e love it

### URBAN ORIGINALS.

This is an extremely simple and effective homepage design. A vibrant background and a simple menu of product pages.



The tiled look of this homepage works great for showcasing different areas of the website. Neatly placed social icons make it easy to share, and the "Latest Posts" tab gives viewers more content to consume.

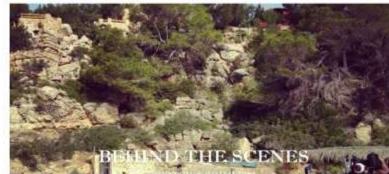


VIDEO

BLOG







NEW ARRIVALS



FOLLOW US



#### LATEST POSTS

#### MENDO'S CHOICE New year, new name. Welcome to the first MENDO'S CHOICE of 2013! Today, Muhammad Ali (born Cassius



PORTRAITS IS SITE OF THE DAY The website of our Portraits campaign has been named 'Site of the Day' by our friends from <u>Awawards.com</u>! We're very

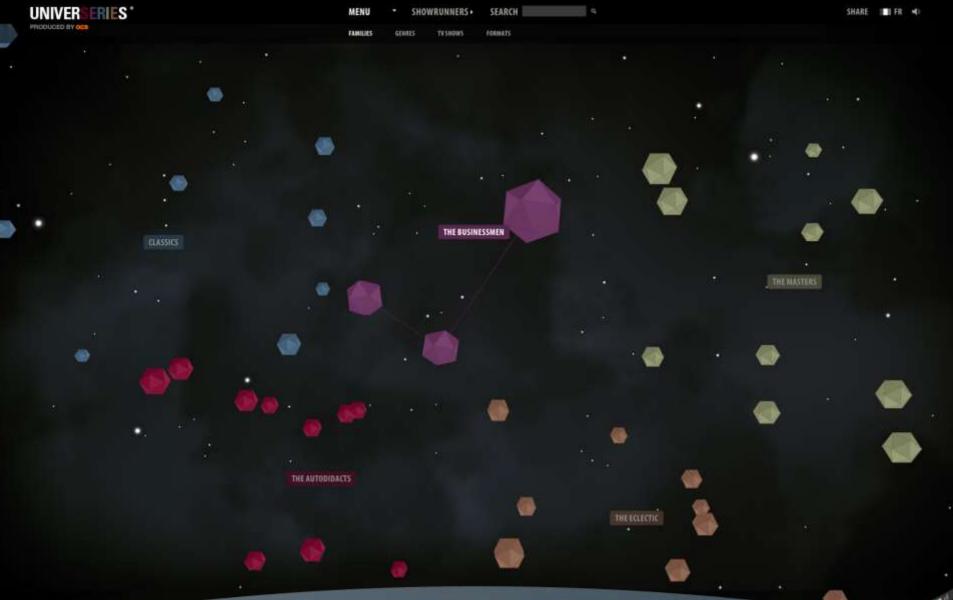
# ENTERTAINMENT EXAMPLES.

### CLOUDS OVER CUBA

ENTER THE DOCUMENTARY

### CLOUDS OVER CUBA.

Sweet and simple. This homepage has one goal; and that is for you to view the documentary.



## UNIVERSERIES.

This is an amazingly well designed homepage. The user experience is mesmerizing and immersive. The use of shapes and colors make it a must see!





Production Kitchen y jacqui co.

iacqui's

JOURNEY

<del>→</del> TO THE





Awful-looking whisk that no special place in my hea but it does its job well. Like toenails.

#### THE **©**RELIABL

Useful to check has been cooke Also doubles up a skewers (and toot



This homepage is one of our absolute favorites. The look and feel of the website is brilliantly designed, and the interactive elements take this homepage to a whole other level.

#### PRESS YOUR 'A' AND 'D' KEYS TO PLAY tula talent

reasured gift from a nd, with a thoughtful he handle that keeps la from getting cream worktop.



more into



#### POTTERMORE.

Sony did a great job conveying the look and feel of the Harry Potter franchise. They used familiar images, elements and words to engage the visitor.





## HEALTH LIFE.

This homepage has a very simple layout coupled with very interactive elements. Notice the tabs, icons and Google Maps integration. Not only does it look great, but it's helpful too.

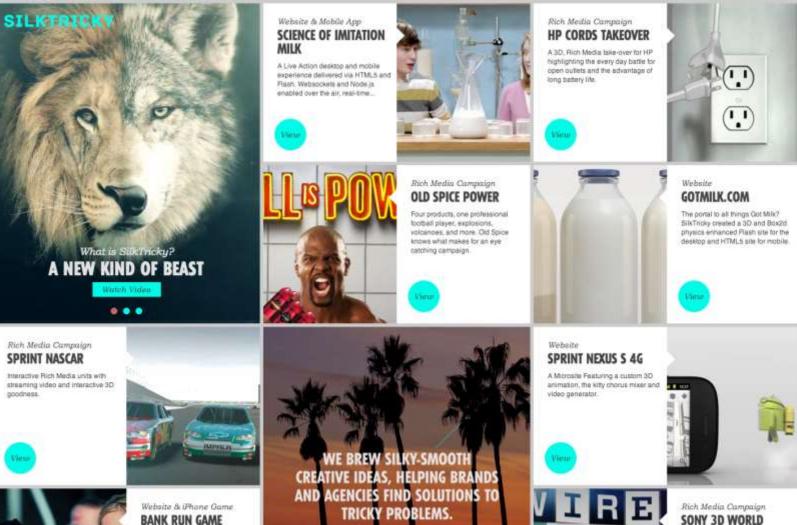


#### UNCRATE.

Uncrate has always had a consistent look and feel for their website redesigns. This homepage is no different. All of the categories and pages are neatly placed across the top of the page for easy navigation.

## THE GOOD MAN.

One of the most visually attractive websites we've seen. The experience is fluid and takes advantage of the power behind web and graphic design.



One of the first experiences to ondge the gap between mobile and desktop. Bank Run is an interactive short IIm and companion iPhone darte.



MIT Researchers Design Airliner

#### SONY 3D WORLD TAKEOVERS

A Rich Media campaign for Sony which takes the concept of a 3D world to the home pages of several of the largest sites on the web.

#### SILKTRICKY.

Another great example of how content can be neatly organized into visual tiles. It presents the content in one area of the screen and does not require much scrolling to see more articles.



## **TED**<sup>X</sup> 12.12.12

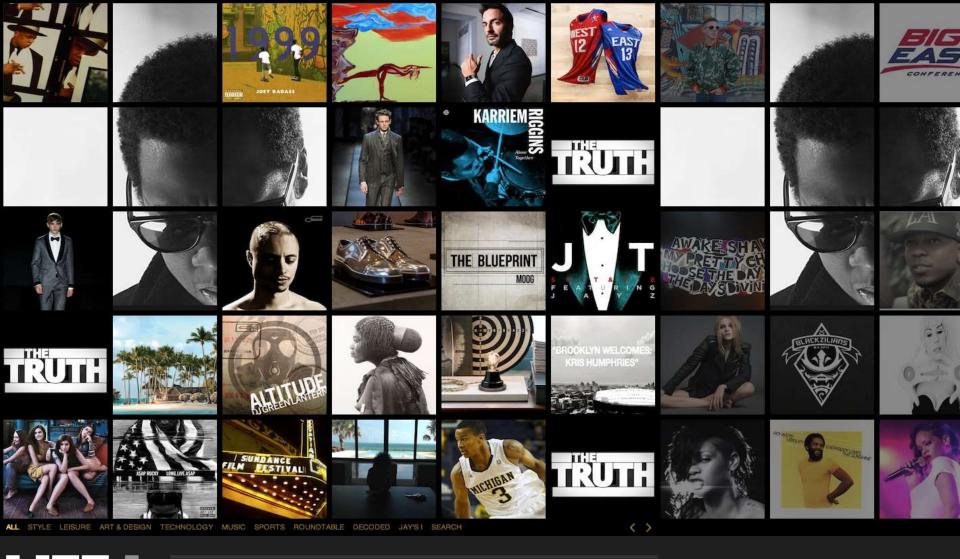
INNER SPACE TRAVELS WITH THE CREATIVE ROBOT: OUR FUTURE SYNTHESIS OF INADINATION AND SENSORY MACHINES

INTEGRATING ELEMENTS OF NEO-DADAISM AND TECHNOLOGICAL SUBREALISM, THE UN-Talk will take viewers through an audio-visual sensory blitz of our primordial history, humanity's ascension to the heights of technical prowess, and the answer to everything.



#### MAGIC LEAP.

This is a very visual experience. Vivid images and well designed text and icons draw the visitors deeper into the website.



### LIFE AND TIMES.

If anyone knows how to entertain, it's Jay Z. His personal website presents articles, images and other content in an interactive tile based homepage.

## DESIGN EXAMPLES.

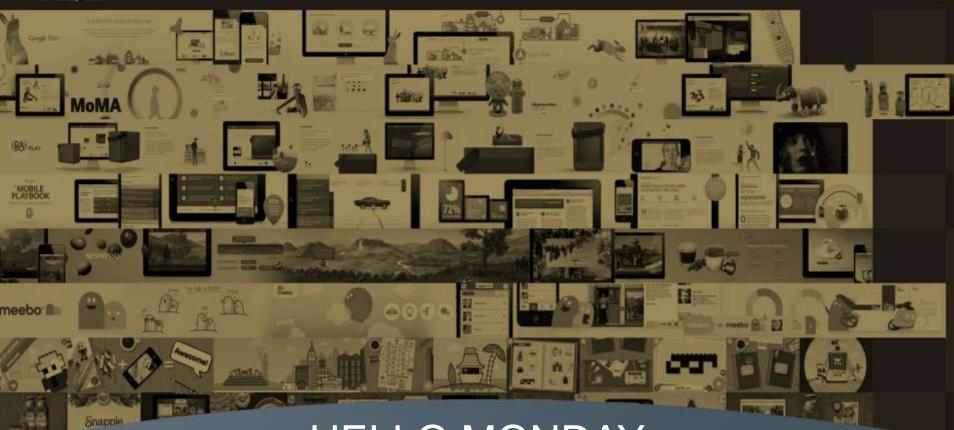
1 1

#### lintes and be greatous meet

#### Site Of The Year

No are installard to be remainded for the bow marks line of The Your, if you little we descript to with filler lite from failer and their (1991) on the MrMAA - Gentury of The Child nă nă

Bort stork by /



#### HELLO MONDAY.

Winner of the AWWWards for the Site Of The year, this is a very unique design focused on the overall look of the website. The small and almost unreadable text keeps visitors focused on the visuals.



WE ARE A BOUTIQUE DESIGN & ADVERTISING AGENCY IN TORONTO WE DEVELOP BIG IDEAS THAT SELL

# CLEAR NAVIGATION.



watch our video to learn how jib will help you get where you're going.



THE BIG IDEA

JIB.

The colors of this website compliment each other perfectly. You'll also notice the texture of the background that runs with the overall theme of the brand.



ABOUT WORK CLIENTS CAPABILITIES PROCESS

CONTACT



817.768.3011

REQUEST A QUOTE



The old school look and feel of this homepage is amazing. The custom design elements set it apart from others and the continuous side scrolling aspect makes it an interesting experience for visitors.



**ABOUT ME** 

E PORTFOLIO



MY BLOG

CONTRCT ME

۲

## I LIKE TO MAKE WEB & PRINT LOOK AWESOME

SINCE MOVING TO CANADA LIFE HAS GOTTEN VERY INTERESTING. MY DESIGN HORIZONS HAVE BEEN OPENED UP AND I'M READY TO MEET THE NEW CHALLENGES RHEAD! I AM A GRAPHIC/WEBSITE DESIGNER, BORN AND RAISED IN SCOTLAND, NOW LIVING IN BURLINGTON, ONTARIO. I WORK FOR THAILLWORKS AS A GRAPHIC DESIGNER.



#### ANDY PATRICK DESIGN.

A simple and well designed homepage with a clear message to it's visitors. The color scheme conveys the character of the brand and also shows the style of this particular designer.

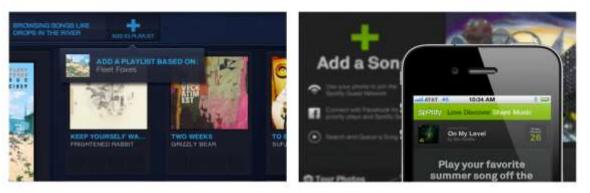
THIS IS THE BRIGADE.

This homepage has great presentation. A large banner to convey the message and segmented sections to break up the content.

## CREATE & DESTROY

The Brigade is a design studio in Portland, Oregon, with a passion for user-centered design, great art and formidable technology.

#### LATEST WORK



#### BRIGADE LIFE







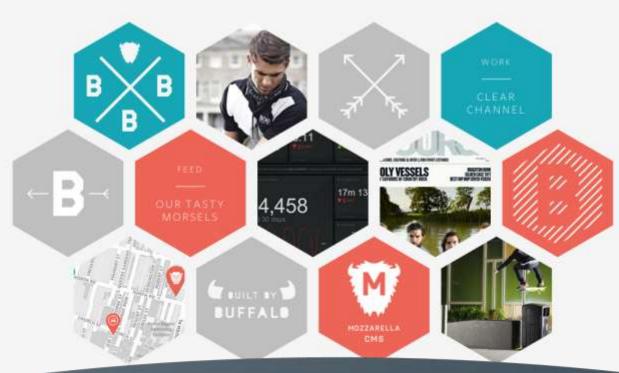




CUNTACT



## A higher plain



#### BUILT BY BUFFALO.

Another one of our favorite homepages. This site puts a spin on the tiled style of presenting its content and pages. Using different shapes and colors to set themselves apart.



This site does a great job at using typography to showcase it's character. Notice that it does not focus on graphics, but more on the text and how it conveys its messages.

#### HARD WORK & DETERMINATION IS MY FORMULA FOR *MAKING THE WEB* A BETTER PLACE.

GALPIN



CRISP TUMBLOG THEME

WORE

HOME





81.00

CONTACT

LOST TYPE CO-OP

CONTRAST TUMBLE THEME

1000			
NO 11			

PROCESS

Galpin Industries is a web design studio with a knack for perfect pixels and concrete solutions.

Find out more.





ABOUT

I have a very precise process to craft exactly what you need.

Have a look.



2013.	Jan 12 aou
The UI Guide   Part 1: Backgrounds, Forms, and Texture	
The UI Guide   Part 1: Buttons	





My name is Vadim & I am designer living and working in Moscow

WEB SITES

new work

I design web sites & user interface I also do retouching work

See my portfolio \* Download CV \* Contact me

### MADE BY VADIM.

ella

Vadim is concise and too the point. You can see examples of his work while the homepage provides direct access to the most important aspects of his business.

#### Studio

Work



Services

Blog









fullscream

business incubator

art interijeri











daily fresh

abc interijer

mobile shop

keepwobblin









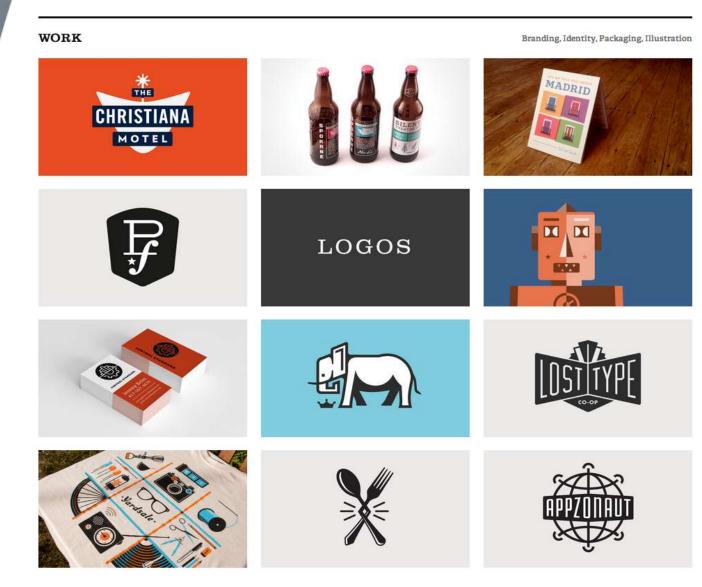
### ART & CODE.

The use of interesting icons in a gridded layout give this website an attractive and clean look. Sometimes, less is better.

## RILEY CRAN.

Another tile based website. What sets this site apart from others is how the entire site is set within the page. No scrolling necessary.

#### RILEY CRAN



Riley Cran is a Graphic Designer based in the Pacific Northwest. With a strong focus in Identity Design, Packaging and Illustration, Riley's work has been featured by Grain Edit, Design Work Life, Gestalten publishing and others. Do you need something designed?

SEND A MESSAGE >

Copyright Riley Cran 2012 ©

riley@rileycran.com

On Twitter: @rileycran

## RETAIL EXAMPLES.



One of REI's much cooler pages. Showcases a variety of user submitted photos in a familiar tile based layout. Scrollable from side to side with interactive elements when hovering over images.

#### AUSTIN BEERWORKS

SEEK BREWERY EVENTS COMMUNITY CONTACT

PLACE FAILE BLACK THINKIN PLANK COMMENT PLANK COMMENT PLANK COMPANY PLACE AND A



WHY FOUR BEERS TO START? We're not dipping our toe into the water with a couple of safe styles. We're committed, experienced craft brewers and we came to party. We brew beers that we like to drink— and these are our favorites. So we're putting our best foor forward—we just happen to

have four of them.





JOIN THE BEEKWORKS MAILING LIST:

CHEERS

14

BEERW

AMERICAN

trang AUCTIN REPAYCENES, ALL INSUITS RETERVESS, SITE IN HEAR WORKSHOP AND REMARK

### AUSTIN BEERWORKS.

The colors and presentation of their product are just so inviting! Clean, white background coupled with high resolution product images can make anyone thirsty for an Austin Beerworks beer.

J.D JAQUET DROZ

#### THE BIRD REPEATER

### JAQUET DROZ.

The product is in your face and isn't trumped by any other visual elements on the page. You see it, it's gorgeous, and you want to buy one.

0 0 3

>

italio

<

#### **CALAMARI MISTO**

Kick up your meal with tender, hand-cut strips of calamari.

#### MODERN ITALIAN KITCHEN



#### ITALIO KITCHEN.

It isn't often that restaurants focus on homepage design, but this site did it right. A large attractive slideshow across the top of the page, followed by more images of delicious food!



#### TV SAFETY.

The cartoonish animation and text give this site a very consistent look and feel. You have the three main menu items within eye shot and each button pops out at the visitor.

### POMEGRANATE SPARKLER

BRING IN THE NEW YEAR WITH A SPARKLING COCKTAIL FEATURING GREY GOOSE ORIGINAL, POMEGRANATE JUICE AND CHAMPAGNE



HOLIDAY. COLLECTION #

SPARICLER RECIPE +

DOWNLOAD

DOWNLOAD HOLIDAY RECIPE BOOKLET +

### GREY GOOSE.

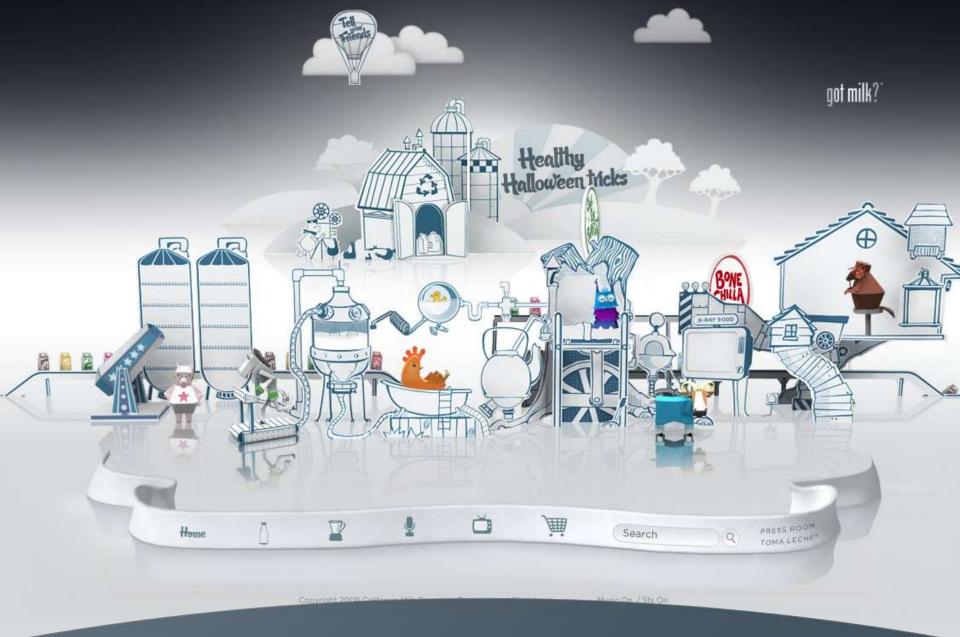
16is

Presentation is everything. For Grey Goose, it's about elegant, high resolution images and a very slick layout. Nothing on the page draws too much attention from the main elements.



#### TOYOTA.

Toyota did a great job at creating a very Pinterest-like website for Camry lovers. There's an assortment of images, statistics, articles, and charts.



#### GOT MILK?.

Although this homepage is no longer up, it's a great example of brilliant homepage design. There are so many interesting elements on the page that attract the visitor to explore the entire page.



### BUFFALO WILD WINGS.

This is a great example of a webpage that is built with a consistent look and feel of the brand. Colors, design styles, and fonts are all in line with the company image.

# INTERNET EXAMPLES.



### CHROME WEB LAB.

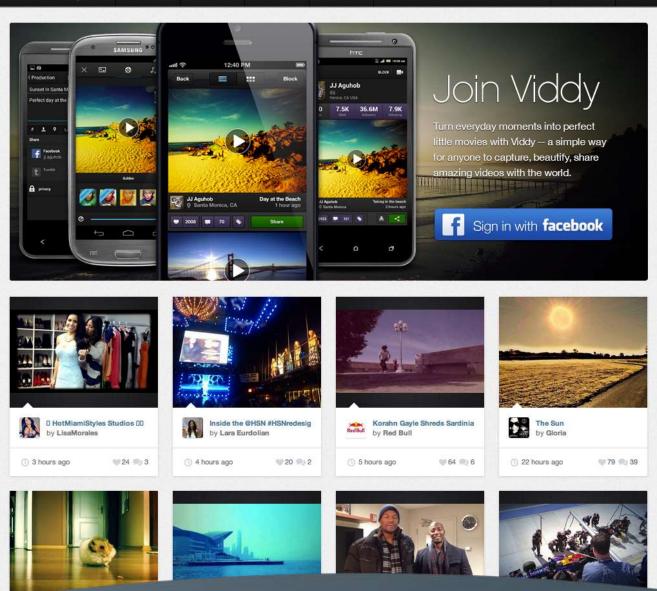
The visual stimulation of this homepage is amazing! As soon as you land on the homepage, you're bombarded by colorful shapes that seem to flow off the page.

viddy

Popular

Upload

People



Join

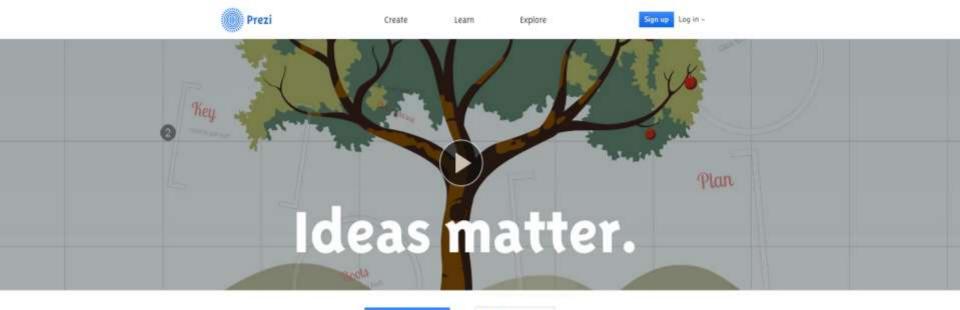
#### VIDDY.

A great example of how a "Sign in with Facebook" button can simplify the registration process and increase the number of members to your service.



### WHO IS WILDLIFE.

This is a well-designed and interactive website that keeps visitors interested by providing them with a unique user experience.



Sign up now or 🖪 Sign up

Prezi is a presentation tool that helps you organize and share your ideas. Watch the video >



"Prezi is helping reinvent the art of presentation. Farewell, ane-dimensional thinking. Welcome instead the power of inter-connection, flexibility, and the unexpected 'Aha!"

- Chris Anderson, TED Curator



#### PREZI.

It was brilliant to have a video embedded right into the main banner of the homepage. It makes sense for a company that creates gorgeous presentations to be great at presenting it's own product.



He already has a lot of friends . . .

#### IMPRESS A PENGUIN.

This website feels like a story book that keeps your attention by coupling interesting graphics and smart text.



CSS Piffle / Pitch deck.

# CSS PIFFLE.

~

The floating red button in the center of the page does a great job at drawing your attention. It screams for you to click it without being flashy.





This is a great example of a website that uses Parallax Scrolling to deliver a great user experience. Check it out and you'll know what I mean.

SERVICES EXAMPLES.

#### NOW PLAYING IN WINDOWS 8

The

PRODUCT

The

COMPANY

TRY

What

WE SOLVE

# ULTIMATE DASHBOARD

#### FOR MARKETERS

### CAPTAIN DASH.

The mock movie poster is fantastic! Although you can't tell what the company does at first, this design makes you want to learn more about this intriguing Captain Dash.



8 00 se

· OUR WORK ·

### WOODWORK.

Woodwork uses a nice layout on their website that presents a lot of content in a way that isn't overwhelming to the visitor.



### SAGMEISTER WALSH.

The use of an over head image of the actual office is truly creative. Each element on the floor can be clicked and definitely sets this website apart from other design firms.







#### MADWELL NYC.

A clean and well designed homepage experience that simply showcases the quality of the company's work.

#### RYAN EDY J



RYAN EDY.

As a website for professional photography services, the design plays well into what the visitors are looking for. A simple navigation on the left and a series of photographs for viewers to enjoy.



	_		
THINK	ABOUT	WOCK	HELLO

#### SELL IT.

Oliver Russell can help. We deliver marketing programs that use originality and creativity to inform, motivate, and drive qualified leads to your most valuable asset; your sales team.

Linked In



#### 11 Ways for Salespeople to Maximize LinkedIn

Read these steps to put the B2B social network to work

EAD ARTICLE



#### WE HELP SALES TEAMS SELL.

Put us to work, and we'll go beyond getting you a few new leads. We'll arm your team with a comprehensive marketing approach that reaches prospects and customers before, during, and after the pipeline is filed.

#### INTERNAL EDUCATION

Whether you need to deliver product knowledge, promote a new service, or convey sales strategies, we make your message resonate, with materials that support your sales affort from the inside out.

#### SALES ENABLEMENT

#### LEAD GENERATION

In the sales world, it's all about the lead. Using a powerful pairing of strategy and creativity with meaninghal offers and incentives, we deliver compaigns that make phones ring, clicks happen, and doors open.

#### CUSTOMER RETENTION

### OLIVER RUSSELL.

The color and subtle design elements in the background make this webpage a great example of attractive visuals that don't take away from the core content on the page.



Harper's

Harpers Bazaar

#### QUARTER REST STUDIOS.

This homepage is essentially just one large slideshow, paired with a simple top navigation. It gives the visitor a limited, but useful set of options.





### FANCY RHINO.

Here's another website that showcases their work with an embedded video on the homepage. The navigation and sidebar are simple enough to stand out next to playing video.

## FLINT BOUTIQUE

The font and colors play quote the role in making this a well designed homepage. The consistency between the text and the graphics make for a great user experience.



# **SPECIAL** DAY NEEDS **Deautiful NVITATIONS © AND STATIONERY** DESIGNED



#### A bride's new BFF

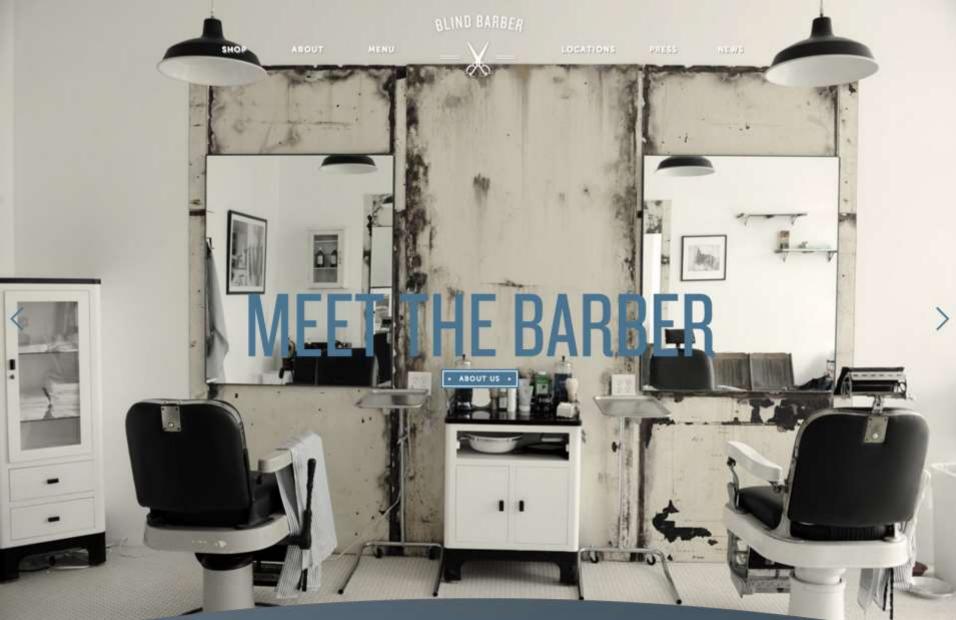
Are you a bride-to-be looking for a unique wedding invitation and wedding stationery? Whether you're sending out hundreds of elegant engagement announcements or a few, personalised invitations, your day to remember should have a memorable piece of stationery that sets the tone for your event. Flint Boutique creates one-of-a-kind, custom invitations and wedding stationery.











### BLIND BARBER.

This website does a great job at presenting the most important aspect of the site on the center of the page. It draws the eyes to the button and attracts visitors to learn more about this Blind Barber.

## CONCLUSION.

With all of these amazing examples on the internet, it can be difficult finding a style that represents *your* brand. Remember to do your research and visit any websites that interest you. Your goal is to create an aesthetically pleasing homepage that will also provide your visitors with a user-friendly experience. Take the time to learn about your target audience, and create a truly wonderful experience around their needs.

# HOW DOES YOUR WEBSITE STACK UP?

Talk to one of our experts about how you can improve your homepage today. We'll walk you through a step-by-step website assessment to help you see homepage success.



#### **REQUEST A FREE ASSESSMENT**



ADVERTISING / DESIGN / INTERACTIVE



416-449-9559

inboundmarketing@whitespace.on.ca