



Dear [member_name_first],

What you must have on your home page



The problem

This ever happen to you? You arrive at a website home page -- and everywhere you look, there are activities -- videos, blogposts, news feeds, events, article links, signup forms...sort of like Grand Central Station at rush hour.

The message of this kind of home page? That they are very busy -- in fact, too busy to tell you who they are, what they do, and why you should care.

What visitors need

Website visitors need to find the core message of your organization -- so they can decide if it is worth their while to explore your site. If they can't find this introductory content, they are likely to get frustrated and leave.

Don't get me wrong -- videos, blogposts, and other bells and whistles are great to feature on your website. But even though you have a lot going on, you may not be really communicating with your audience. Make sure to introduce yourself to your

visitors.

FACT OF THE MONTH

Mr Potato Head was the first toy advertised on T.V. in 1951

LEVINSONBLOCK NEWS

We have been engaged to redesign the website of Manifold Productions, a well-known documentary film company. The redesigned website will be promoting their new documentary on Alexander Hamilton, debuting on PBS stations in April.

About LevinsonBlock

WHO WE ARE: LevinsonBlock is in the business of differentiating our clients. We do this through brand strategy, websites, corporate communications, direct mail, and social media integration, among other services. We've worked with healthcare organizations, such as Hospital for Special Surgery; growing businesses, such as s Opportunity Growth Fund; and organizations such as the Public Library of Science. Visit us [here](#).

WHAT WE DO: brand strategy and branding; persuasive content; print (such as annual reports, event promotion, periodicals); and usability-focused websites. If you have marketing questions or a topic you would like us to address in a future issue, [email us here!](#)

Thanks for reading!

Peter

LevinsonBlock LLC

718 438-2563

[Visit us on Linked in!](#)

peterl@levinsonblock.com

www.levinsonblock.com

25 Terrace Place, Brooklyn, New York 11218-1013

t: 718 438-2563

info@levinsonblock.com

© 2006 LevinsonBlock, all rights reserved

If you're having trouble viewing this email, you may see it [online](#).

This email was sent to .

To ensure that you continue receiving our emails, please add us to your address book or safe list.

[manage](#) your preferences | [opt out](#) using **TrueRemove**®

Got this as a forward? [Sign up](#) to receive our future emails.



powered by
emma + marketing mentor

