

The High-Converting Homepage Template

COMPANY: Grandma's Herbs

URL: <https://www.grandmasherbs.com/>

LAST UPDATED: 7.3.23

TARGET MARKET(S):

- Health conscious individuals seeking natural remedies and holistic wellness.
- People who want to use natural supplements to enhance their health.

PRIMARY CTA: "Embrace the Power of Nature - Shop Grandma's Herbs Now!"

SECONDARY CTA: "Transform Your Well-Being Today - Shop Grandma's Herbs for Natural Solutions!"

LIFECYCLE:

- ☐ Problem Aware - Aware of their problem, but not the solution
- ☐ Solution Aware - Aware that solutions are available, but not your specific product/service
- ☐ Product Aware - Aware of products/services like yours, but need a good reason to select your specific solution over all the others
- ☐ Actively Engaged - Fully aware of your brand, and just need a reason to engage at a new or different level

CORE MESSAGES:

- **Statement of value:** "At Grandma's Herbs, We Are Dedicated to Your Well-Being and Natural Health Journey Since 1978. Our Unique Herbal Formulas, Crafted by Master Herbalist Joseph VanSeters, Are Designed to Address Today's Health Concerns Effectively. We Source the Finest Herbs, With No Fillers, Carefully Selected and Finely Ground for Maximum Potency. As a Family-Owned Business, We Prioritize Affordability, Personalized Service, and Knowledgeable Support. Experience the Remarkable Power of Nature and Join the Community of Satisfied Customers Who Have Transformed Their Health with Grandma's Herbs. Take Charge of Your Well-Being Today!"
-
- **[List Jobs To Be Done]:** Unleash the Power of Nature for Enhanced Wellness and Vitality
- **[Write out any relevant metaphors]:** Unleash the Symphony of Nature for an Exhilarating Symphony of Wellness and Vitality

Header:
[LOGO]

Menu:
Features About Us Log In [PRIMARY CTA]

1st Row:

[BACKGROUND IMAGE - INSERT LINK TO RECOMMENDED IMAGE HERE]

NOTE: *Image should show the customer as the hero in the "After" state*

"Unleash the Power of Safe, Gentle, and Effective Herbal Remedies!"

"Time-Tested Herbal Remedies for Optimal Health and Well-Being"

ghost button → [Secondary CTA] | [Primary CTA] ← contrasting button

[END BACKGROUND IMAGE]

2nd Row:

[START TRUST/AUTHORITY BAR]

[LOGO] [LOGO] [LOGO] [LOGO] [LOGO]

[END TRUST BAR]

Company logos to provide authority validating 'Proof'

3rd Row:

[START CONTRASTING BACKGROUND]

[ANCHOR VIDEO HERE]

[PLAY]

[PRIMARY CTA]

[END CONTRASTING BACKGROUND]

4th ROW:

[START WHITE BACKGROUND]

How It Works

"Discover the Three Steps to Harnessing the Healing Potential of Grandma's Herbs"

- **STEP 1: Explore**
"Explore our Extensive Collection of Expertly Crafted Herbal Formulas"
- **STEP 2: Experience**
"Experience the Synergistic Blend of Pure and Potent Ingredients"
- **STEP 3: Reap**
"Reap the Benefits of Enhanced Health and Vitality with Grandma's Herbs"

[repeat steps as needed...]

NOTE: The text portion of this section can be shorter if it is accompanied by an explainer video.

SEE EXAMPLE BELOW

[END WHITE BACKGROUND]

5th ROW:

[START BACKGROUND COLOR / CONTRASTING BACKGROUND]

Who It's For

"For Health-Conscious Individuals Seeking Natural Remedies and Holistic Wellness"

SEE EXAMPLE BELOW

[END BACKGROUND IMAGE / CONTRASTING BACKGROUND]

6th ROW:

[START GRAY BACKGROUND]

[Action-Based CTA That Speaks To The Desired “After State”]

“Start Your Journey to Vibrant Health Today - Shop Now!”

[PRIMARY CTA BUTTON OR BASIC FORM]

[Request a Demo] | [Get Started]

[END GRAY BACKGROUND]

FOOTER ROW:

[START FOOTER]

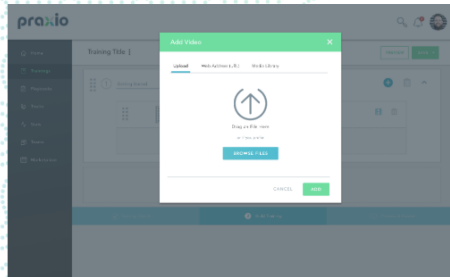
Footer should Include your copyright statement, physical address, contact information, Terms of Service, Privacy Policy, expanded navigation, links to flagship content/case studies, links to social properties, and any other important but miscellaneous information.

[END FOOTER]

4th Row Example: <https://praxio.com>

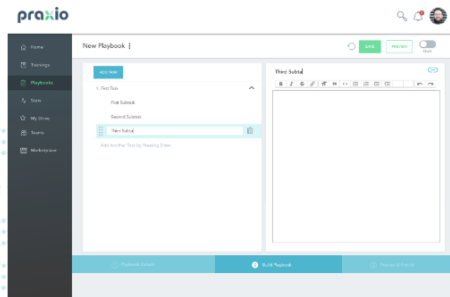
How It Works

Let's Build Your Company's User Manual...



STEP 2: Contextualize the Training

Make it "Manager-Led" (Your team will respond to the training better if they know how it applies to their job.)



STEP 4: Track Your Team's Progress

Monitor your team and make sure they're hitting their goals.

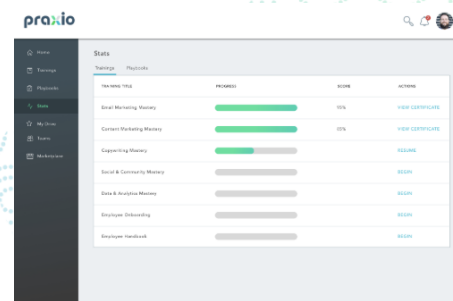
STEP 1: Curate Best In Class Trainings

Use one of our premade trainings, upload your own content, and/or pull from third party sources such as YouTube and Wistia.



STEP 3: Combine Learning With Execution

Bridge the Training to relevant task-based Playbooks






5th Row Example:

[**RECOMMENDED:** INSERT CUSTOMER TESTIMONIALS OR LINKS TO CUSTOMER STORIES THAT SUPPORT THE CLAIMS MADE IN THE “WHO IT’S FOR” SECTION. SEE “WHAT OUR CLIENTS SAY” AT THE BOTTOM OF THIS PAGE AS AN EXAMPLE:

<http://hq.digitalmarketer.com/>]

Who Uses Praxio?

			
MANAGERS	HR PROS	SALE LEADERS	TEAMS
...love us because we speed team training and communication	...love us because we automate new employee onboarding and development	...love us because we reduce Sales and Customer Success ramp times	...love us because we aggregate all your trainings and checklists in one place

6th Row Example:

Build a Better Marketing Team With DigitalMarketer HQ

Plans start as low as \$25/user for unlimited training and certifications...

[Request a Demo] [Get Started]

Footer Example:



[Sign Up](#)
[Request A Demo](#)
[Sign In](#)

HOW IT WORKS

for In House Marketing Teams
for Agencies
for Small Businesses
for Solopreneurs
for Higher Education

RESOURCES

[Blog](#)
[CoSchedule Academy](#)
[Resource Library](#)
[Marketing Strategy Guide](#)
[Podcast](#)

FEATURES

[Marketing Calendar](#)
[Social Media Scheduling](#)
[Analytics](#)
[Marketing Campaigns](#)
[Email Marketing](#)
[ReQueue](#)
[Integrations](#)
[Project Workflow Management](#)
[Mobile](#)
[Customer Success](#)

FREE TOOLS

[Headline Analyzer](#)
[Social Message Optimizer](#)
[Email Subject Line Tester](#)

WHY COSCHEDULE

[Customer Stories](#)
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