

# The High-Converting Homepage Template

**COMPANY:** Fire N the Hole

**URL:** <https://www.firenthehole.com/>

**TARGET MARKET(S):**

- The avid bowhunter
- The avid hunter

**PRIMARY CTA:** The most ethical broadhead

**SECONDARY CTA:** Hunt Like Never Before with Our Exceptional Broadheads

**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

**Header:**  
[LOGO]

**Menu:**  
Features      About Us      Log In      [PRIMARY CTA]

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**1st Row:**

[BACKGROUND IMAGE - INSERT LINK TO RECOMMENDED IMAGE HERE]

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

## Revolutionize Your Hunts with Fire-N-The-Hole Broadheads

**Hunt Like Never Before with Our Exceptional Broadheads**

ghost button → [Shop Now] | [Learn more] ← contrasting button

[END BACKGROUND IMAGE]

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**2nd Row:**

[START TRUST/AUTHORITY BAR]

[Fire-N-The-Hole™ Logo]   [Field Tested Since 2009]   [Highly Rated by Hunters]   [Over  
10,000 Successful Hunts]   [Trusted by Hunting Experts]

[END TRUST BAR]

*Company logos to provide authority validating ‘Proof’*

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**3rd Row:**

[START CONTRASTING BACKGROUND]

[ANCHOR VIDEO HERE]

[PLAY]

[Discover the Power of Fire-N-The-Hole Broadheads]

[Shop Now]

[END CONTRASTING BACKGROUND]

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4th ROW:

[START WHITE BACKGROUND]

## How It Works

### [Sub-Headline That Explains the End Result]

- **STEP 1:** Choose Your Fire-N-The-Hole Broadhead
  - Select from our 3-blade, fixed, 100-grain or 125-grain broadheads for exceptional stability and quick kills.
  - **STEP 2:** Experience Unmatched Precision
  - Our cutting ring design ensures field point accuracy all the way to your target.
  - **STEP 3:** Witness Devastating Results
- The Fire-N-The-Hole Broadhead creates a huge wound channel for quick, ethical kills.

[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]

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5th ROW:

[START BACKGROUND COLOR / CONTRASTING BACKGROUND]

## Who It's For

1. Whitetail Hunters - Ensure quick and clean kills with minimal tracking distance.
2. Turkey Hunters - Witness devastating results with every shot.
3. Bowfishers - Experience the fastest fish removal with the Detonator Bowfishing Tip.
4. Big Game Hunters - Take down pronghorn antelope, hogs, and bears with ease

**SEE EXAMPLE BELOW**

[END BACKGROUND IMAGE / CONTRASTING BACKGROUND]

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**6th ROW:**

[START GRAY BACKGROUND]

## **Transform Your Hunts Today!**

**Find the Perfect Broadhead for Your Next Adventure**

[PRIMARY CTA BUTTON OR BASIC FORM]

[Choose Your Broadhead] | [[Explore Bowfishing Tips]

[END GRAY BACKGROUND]

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**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.

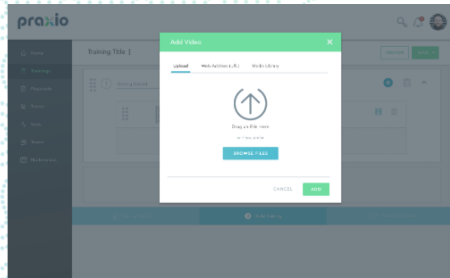
[END FOOTER]

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

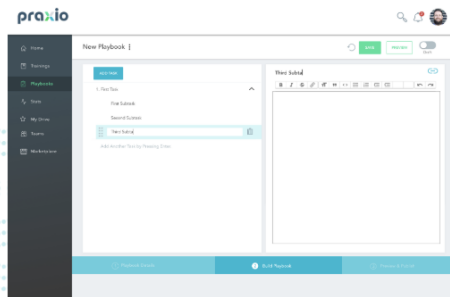
## How It Works

## 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.)



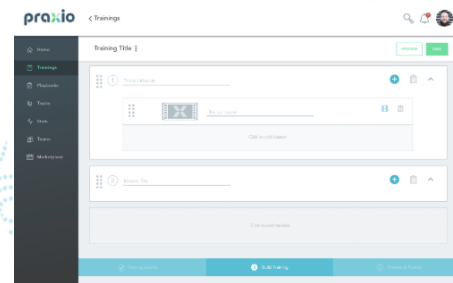
## STEP 4: Track Your Team's Progress

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

1

## 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.

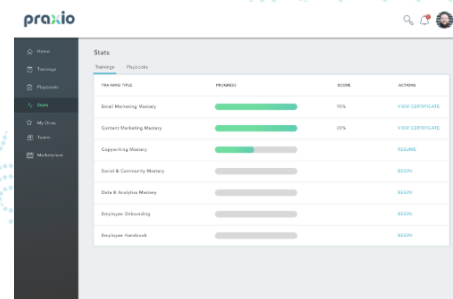


2

### STEP 3: Combine Learning With Execution

Bridge the Training to relevant task-based Playbooks

3



4

**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/>]




**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
- Help Docs
- Product Trainings
- Pricing

**COMPANY**

- About
- Jobs
- Press
- Terms & Policies

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