interweb

Generated on 15/11/2026 00:17

KNOWLEDGE BASE · PUBLIC DOCUMENT

What goes on your home page: five things a visitor looks for in the first ten seconds

Website Content & Design

CODE	VERSION	COUNTRY · LANGUAGE
RLX-AO-KB-1762	v2026.11.14	Angola · English

Interweb Angola
RLX Angola, Lda. · Group RLX Holdings
Tax ID (NIF) 500 260 5724 · Commercial registration no. 26464-25/250724

https://www.meu.interweb.ao/knowledgebase/1762

What goes on your home page: five things a visitor looks for in the first ten seconds

Website Content & Design Created on **October 15, 2026** Updated on **November 14, 2026** 2 min read



The short answer: whoever lands on your home page decides within seconds whether to stay. They need to find, without searching, **what you do, who for, why you, what to do next and how to reach you**. If the page answers these five questions in the top part of the screen, you are already ahead of most.

The five things

The visitor asks	Where to answer
What do you do?	One plain sentence at the top, in the main heading: “We install and repair electrical systems in Luanda”. No vague slogans.
Is it for me?	Say who it is for (“for small businesses”, “for families”). Someone who does not see themselves in the sentence leaves.
Why choose you?	Two or three true, concrete reasons: years of experience, a guarantee, same-day reply. A real photo of the team helps.
What do I do now?	A clear button: “Request a quote”, “Book”, “See the products”. One main one. See **Landing pages**.
How do I reach you?	Phone, WhatsApp and address as **text**, in view. On a phone, a call button.

How to check it

1. **Show the page to someone who does not know the business** for ten seconds and hide it. Ask what you do. If they cannot say, the first thing is missing.

2 **Open it on a phone,** without scrolling. Are the five things in view, or do you have to look for them?

3 **Count the buttons.** If six ask for different things, choose the main one and make the others quieter.

4 **Remove what nobody reads:** a carousel that changes by itself, long welcome texts, music. See **Popups and banners**.

A beautiful page that does not say what you do does not sell.

Start with the words and only then choose the images. And do not put everything the site has on the home page: it is the door, not the whole house. For the rest, see **Internal links**.

After publishing, see whether people arrive and what they do: **Google Analytics**. And the page must open quickly on a phone: **Core Web Vitals**.

NEED A HAND?

Want a second opinion on your home page? Open a ticket with the address and say who it is aimed at.

Open a support ticket →

SEE ALSO

- **Landing pages: what goes on one, and why it is not your home page** →
- **Internal links: how to link your own pages so nothing stays hidden** →
- **Being found on Google: Business Profile, Search Console and the basics** →
- **Core Web Vitals in plain words** →

interweb

Interweb Angola

RLX Angola, Lda. · Group RLX Holdings

TAX ID (NIF)	500 260 5724
COMMERCIAL REGISTRATION NO.	26464-25/250724
REGISTERED OFFICE	Rua Direita do Patriota, Bairro Dangereux Belas, Luanda, Angola
CONTACT	info@interweb.ao · +244 942 011 191 · www.interweb.ao
OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed

RLX-AO-KB-1762 · v2026.11.14 · Generated on 15/11/2026 00:17

Online version of this document