We can make an impactful first impression on our website by designing a purposeful hero image. What does that entail? And why certain images, messages and call to action work better than others? Find out more as we unpack and give you some secret insights on helping you grow your business.
Have you ever walked into a house, hotel lobby, or a restaurant and immediately thought "Wow!! I love this vibe- it has a great atmosphere and it really meets my style"? Did this ever lead to daydreaming about living in that house or devouring that delicious food? You think to yourself, "Whoever designed, built or visioned this place together has my attention!"
There’s nothing different with our behavior and thought process when we first visit someone’s website. We are immediately drawn in through the visual aesthetics and we are given the impression that since their website is amazing, they must do amazing work and they must be amazing people.

Malcolm Gladwell, a brilliant thought-leader, author and speaker, talks about this very thing in his book Blink. “Adaptive unconscious” is the part of the brain that makes rapid cognitive decisions in situations of limited information and time. But that rapid cognitive decision is validated by the fact that this natural instinct is actually pretty accurate. As Malcolm puts it “the adaptive unconscious does an excellent job of sizing up the world, warning people of danger, setting goals, and initiating action in a sophisticated and efficient manner.” I’ll add, it even does an excellent job of telling people you should live here, you should vacation here, you should eat here, you should even do business here… simply by their first impression.

Wow! So, what is considered the “first impression” of a website? The first thing a potential customer will see is the “Hero Image.” The Hero Image is a large featured image placed prominently on the top of the homepage, front and center, and typically covers the full-width of the page. This is the key element in web design. The right Hero Image can establish trust right away, while the wrong one can drive potential customers away.

Now that we know the importance of the Hero Image, let’s talk about its 3 essentials that will help you stand out, create leads and grow your business!!

Sincerely,

Hanju Lee
President, BOS Media Group

www.bosmediagroup.com
The image should make you “feel” something. If you can use your hero image to make your potential client feel, then there is a higher chance of them complying with your call to action request. Whether it be “call us”, “contact us by filling out this form,” or just simply, “learn more about us”.

Here’s an example Hero Image we did for a client. She’s a clinical psychologist helping people take their first step in experiencing change and finding out what is possible in their lives. “Courage to begin” is an encouraging and inspiring challenge framed by the incredible background of a hiker on a beautiful mountain top. We are certain that if you are looking for a psychotherapist, this Hero Image will speak to your soul.
Be very clear on what you offer. Sometimes, it’s very obvious. If you are an orthodontist, you offer to straighten out people’s teeth. But sometimes, it goes beyond that. What do you really offer? You offer an incredible boost in self confidence by the way their smile is formed—especially amongst teens. You offer changed lives. This is priceless!

If you are a pediatric dentist, it’s obvious that you offer care for children’s overall dental health. But what are you really offering? My example below speaks to the very parents that are fearful that their child will have a horrible experience. Knowing this is a common fear, their practice focuses on this issue and implemented the “FUN” environment and experience into their culture. The smiling, enthusiastic child running to the dentist office because it’s “fun” puts a smile on the mother’s face. This image and caption captures it perfectly. What does this hero image do to a potential client? Well, the potential client now understands that this pediatric dentist acknowledges their fear and anxiety of the child and also for themselves. This very message builds trust and credibility to the client that the dental office will cater to their needs.

Find out what you offer beyond the obvious, then be very very clear on what that is. It will help make a connection.
A Call to Action (CTA) is defined as a line of text, button or graphic that prompts your potential customer to take action. It is really important to guide your visitors through the journey using strategic CTAs. For instance, “Buy now” on the hero image is not as effective as “Find out more” or “Learn more” or “Contact us”. Although your hero image and message might be out of this world, they just met you, they are not ready for a life-long commitment. These soft asks with no strings attached simply require more information to help guide potential clients in their decision making- this is gold! Here are some examples:

**TRY FOR FREE** - Here’s an example for Dropbox. It’s just like taking a sample meatball on a toothpick from Costco. There are no strings attached, just try it for free. They are pretty sure you’ll fall in love with it and eventually take it home.
GET STARTED - Here’s a very clean and simple example from square. It gives the visitor a very clear direction on what to do next. It’s not being forceful or salesy but using a strong command verb that is clear and concise.

It gives out a vibe that you already know what you want and you have found it here, so what are you waiting for? Let’s GET STARTED!!
JOIN US - I’ve never used a dating service, but if I had to, I might try these guys out. They are catering to the people that are tired of surfacey dating tools and are looking for more meaningful connection. They are looking for those who are seeking something “better”, because they deserve “better.”

They use the word “JOIN” to project a sense of community/family that you are seeking to belong to. Brilliant!
Well, this is interesting. There’s no menu and there’s really nothing to click on other than just one “NEXT” button. What’s the idea here? And who did this? Okay, it was me. And this is our website. The idea behind this is that there’s a message and we really want it read by our visitors before navigating to different pages for all the other information. It’s the message of why we exist and we thought it was important for all the visitors to know, so in a way, we are giving them a chance to read the 4 short sentences that will inspire them to do get to know us.
Once you’ve chosen your direction on your Hero Image (one that evokes emotion, one that has a clear message and one that offers you an non-invasive call to action), make sure the image blends in seamlessly with the rest of your design.

The next steps beyond the featured Hero Image on your website will also enhance the experience and journey from your potential client. This includes the rest of the structure, navigation, strategy, narrative and function.

Click below to setup a FREE CONSULTATION to see how we can help design your best website ever.

FREE CONSULTATION

WEBSITE DESIGN
We Provide Full Concept, Design and Development of Your Website

- We will help determine and clarify your message for growth
- We will provide design concepts and all graphic elements to create the WOW factor
- We will create the structural flow and strategy for engagement
- We will develop and fully customize to your unique design & launch

WHAT THEY ARE SAYING ABOUT US...

★★★★★
BOS Media Group takes a seedling of an idea and transforms it like no other! Hanju is your inspiring visionary, creative talent, constructive listener, and biggest cheerleader! Together with his amazingly talented and knowledgeable team, your projects will become effective and buzz-worthy components of your business! From developing websites, branding, promotional materials, and invoicing and billing formats, BOS Media Group has provided professional, quality services and invested efforts into making my companies and projects proud accomplishments! Thank you!

Suzanne Greenwood
Pediatric Occupational Therapist
Passport to FUNction & Centerpointe for Children

www.bosmediagroup.com
Hanju and his team did an amazing job designing our logo, print material and redesigning our website from the ground up. Everyone was a pleasure to deal with and their work is top notch! They went above and beyond to help make our logo and website design perfect for us. I highly recommend BOS Media Group for your logo design and website design!

Eddie Surger, DDS, FAAPD
Fisher & Surger Pediatric Dentistry

Working with Hanju has been a positive life-giving experience. His energy and passion has been evident through his creative work. He is not only an added value in creative ways with digital marketing needs, but has been a champion for the success of my business.

Daniel Kam
President & COO
Bucket Technologies & Solid Coffee Roasters

It was really stressful starting up our practice and figuring out all the pieces we needed to get together and organize. Luckily the easiest part of it was getting our website together. From the first meeting with Hanju, we knew we were in good hands and that our website would be nothing short of amazing. He "got" our vision - listened to our long list of wants and needs - and executed it beautifully. Hanju is super talented - but, best of all, he’s easy to work with and the process couldn’t have been smoother. Thanks for everything!

Dr. Trang T. Nguyen, DDS, MS
Sons and Daughters Orthodontics

As you start a new professional venture BOS is the wing master to get your dream to fly. BOS Media Group has the ability to understand your vision and knows how to translate it from abstract to concrete state. Always in tune with the latest trend in communication, BOS Media Group knows the ways to get your business from dream stage to reality, delivering to the world a clear image of the colors your wished to shine. You can be confident that BOS Media Group will be your biggest fan, always providing you with the tools you need to fly your business to higher ground.

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EmpowHer Fitness

FREE CONSULTATION
949.533.9122
www.bosmediagroup.com