

Build an awesome Hero Header

Let's make sure your hero header stands head and shoulders above the rest.

Logo and navigation

Ideally your logo and navigation should be subtle enough not to get in the way, but easy to find.

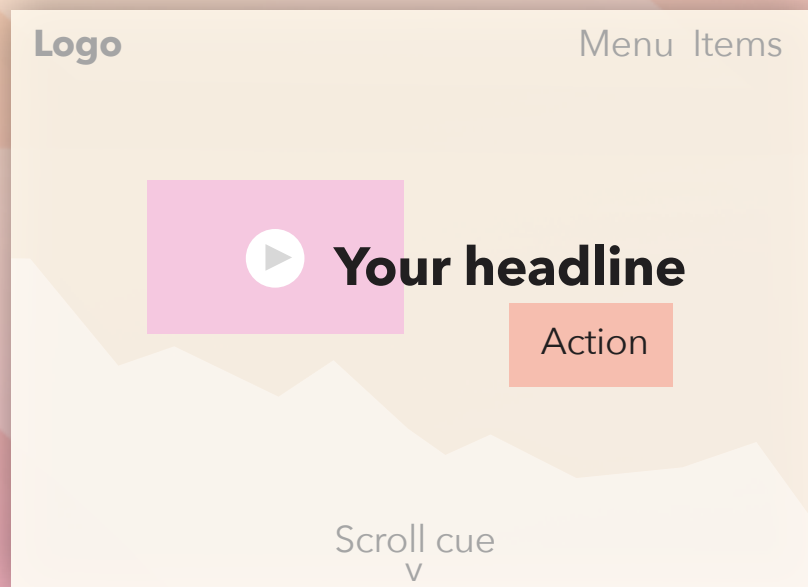
Make sure they are clear against any images or video background.

Background image/video

Large photos can look great as a background. Scale images to fit using "background-size: cover", about 1400px wide (video <10MB), and compress them to keep them small.

Foreground image/video

A good screenshot or explainer video can help visitors understand your message quickly. For video, use Youtube's embed properties to keep the UI to a minimum



Headline

Fewer words is better. Make sure your font contrasts well against the background.

You may want to add a short paragraph or a subtitle to act as an "intro" if it helps explain your message.

Call to action

Use a strong brand-friendly background colour, and make sure this is the easiest thing on the page to notice. Aim for "action" words such as "Get started". Place this front and center if possible.

Scroll cue

People like to scroll. While the content at the top is the most important, people will scroll to see the rest. A scroll cue can help.

Don't try to cram too much into the top of the page.

