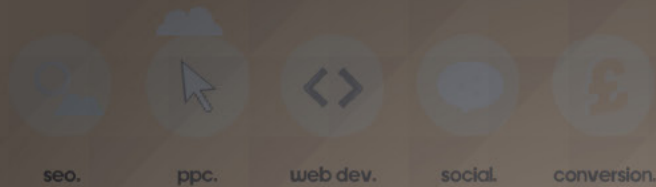


SEARCH COMPLETE



Quality
DCRAFTED BEER
EST. 1998 · ESQUIMALT BC



50 EXAMPLES *of*

BRILLIANT

HOMEPAGE
DESIGN



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The value of great homepage design

Homepage designs by category

INTRODUCTION

The Value of Great Homepage Design

You never get a second chance to make a first impression. That's why your homepage is undoubtedly one of -- if not *the* most -- important pages on your website.

If your homepage fails to immediately connect with visitors, or those visitors don't know what to do once they arrive on your homepage, their knee-jerk reaction will be to bounce (i.e., navigate away from your site).

From an analytics standpoint, a high [bounce rate](#) on your homepage is an indicator that something's wrong, and that it may be time to rethink your homepage's design.

But before you dive into the nitty-gritty of managing a redesign (FYI: [there may be more factors to consider than you think!](#)), take the time to research what other companies in your industry -- and beyond your industry -- are doing.

In this guide, we've collected 50 examples of brilliant homepage design that you can draw inspiration from.

Keep in mind that screenshots alone don't always do these homepages justice, so feel free visit them (links are provided) so you can get the full experience.

A couple of terms you might hear along the way: 1) "[Parallax scrolling](#)" or "parallax design." It's when background elements move at different speeds than foreground elements as you scroll down a page, creating a sense of depth.

2) "Hover state." It's when a button or other clickable element changes in appearance or behavior when you hover over it with your cursor.

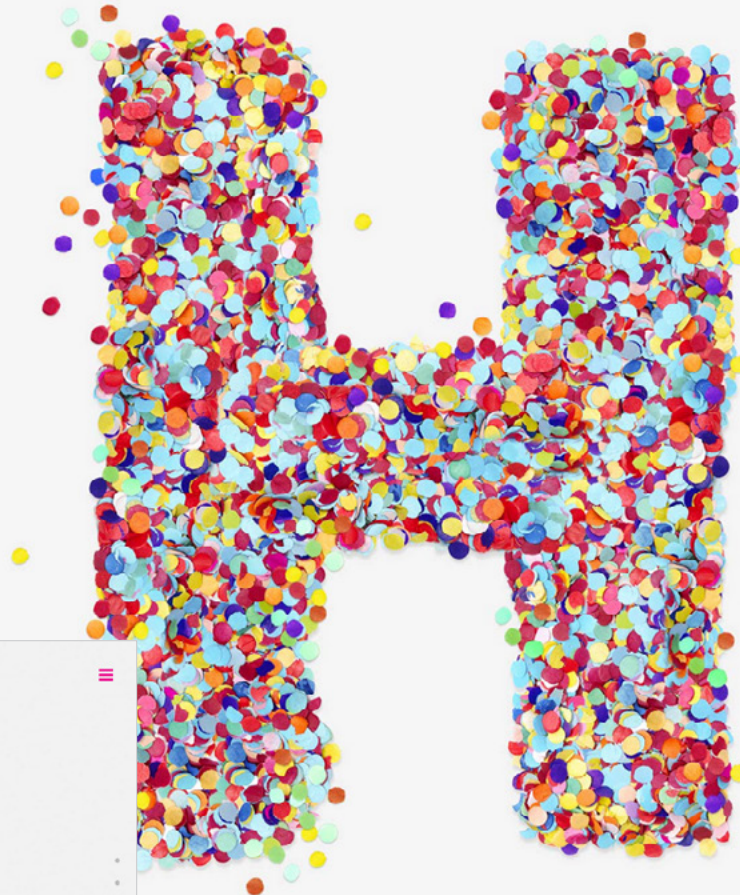
Alright, we've got all our bases covered. Enough with this "reading" nonsense: let's look at some brilliant homepage designs!

AGENCY & STUDIO

HOMEPAGE DESIGN

Examples

HUGE



Carnival!

Comemore o maior festival do Brasil com a gente. →

HUGE



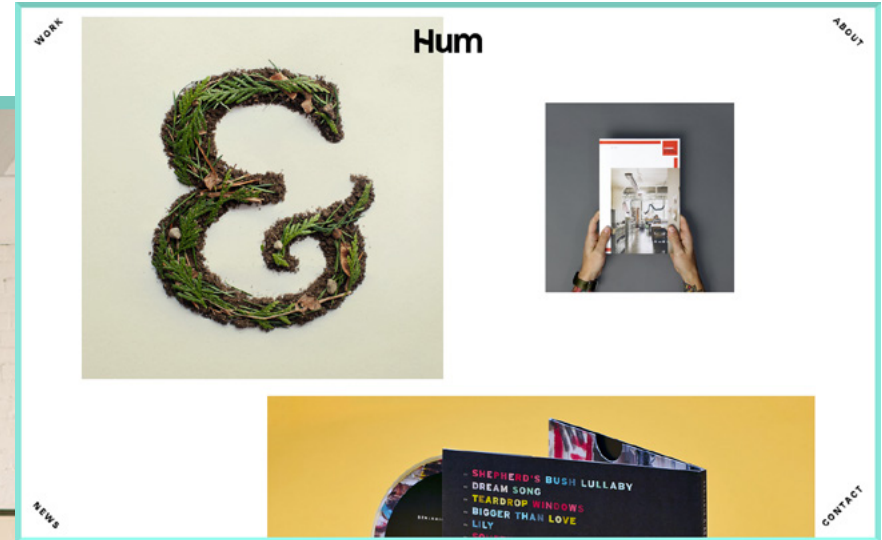
Floored.

Clean, modern, and fast. Introducing the new Lexus.com. →

HUGE

hugeinc.com

When it comes to homepage design, agencies often have to choose between highlighting their brand and highlighting their work. The HUGE agency found a creative and compelling way to display both: they use elements of their different projects to form their “H” logo.



Hum

humcreative.com

The Hum homepage uses beautiful photography to tell their design studio's story. Instead of relying on a simple grid, they stagger the sizes and positions of their photos for greater visual interest. Also note that their logo stays fixed at the top of the page as you scroll, and the navigation stays in the four corners of the page.



Bubble

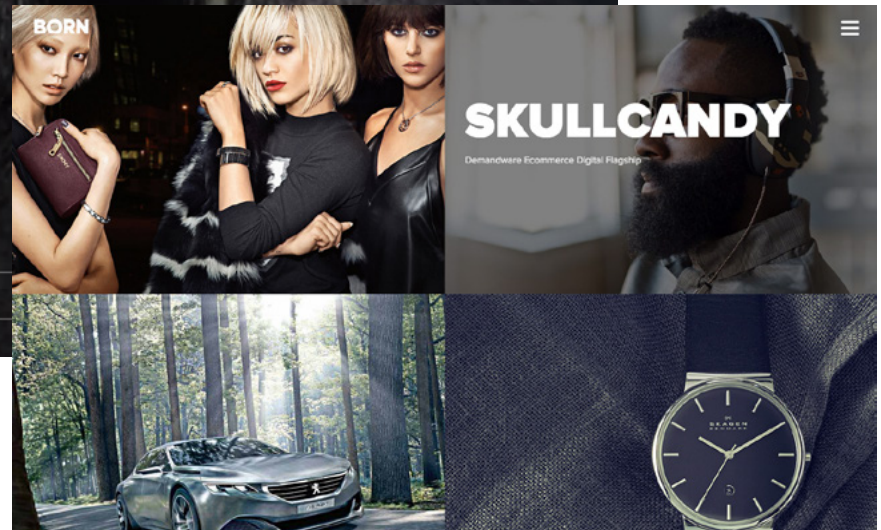
followbubble.com

This Czech Republic-based agency uses a combination of fun illustrations and interesting transition effects to capture your attention. Instead of scrolling down, you move from left to right using those little circles at the bottom of the page (or by clicking and dragging the screen). It creates the illusion of flipping through a book.

Big Experiences

Two award winning agencies become one

MORE



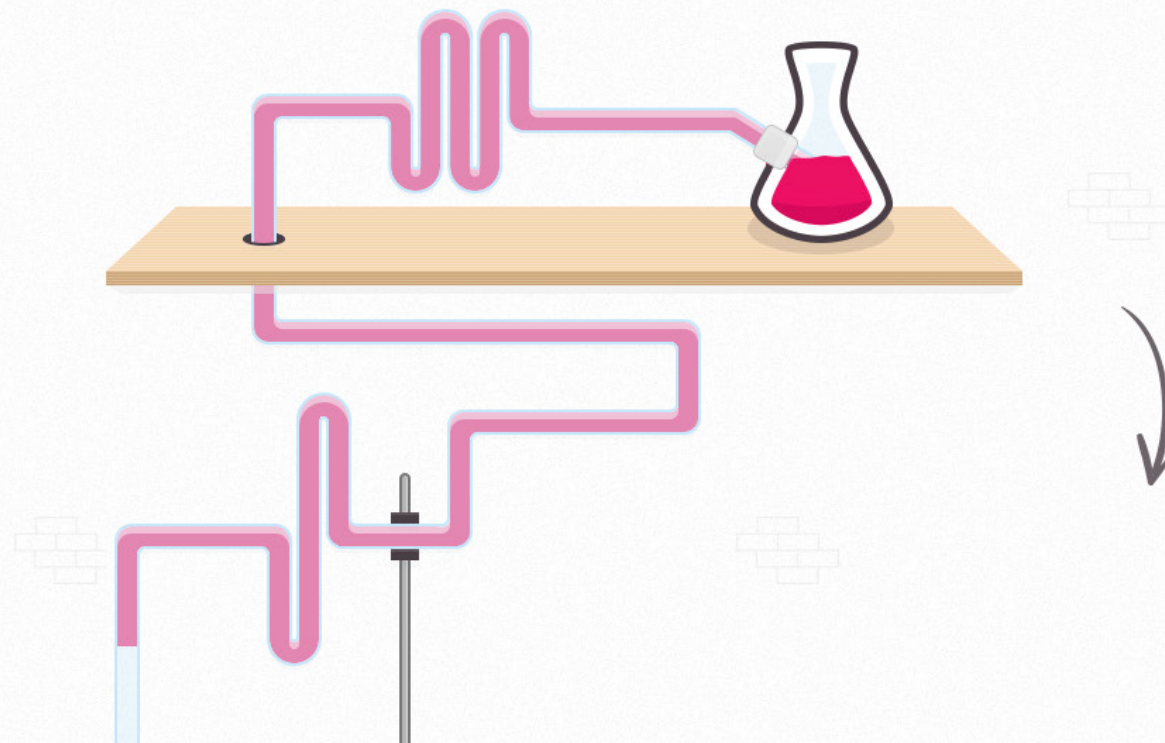
BORN

borngroup.com

The BORN homepage uses a high-definition video in place of a standard header image to immediately command your attention. Scroll down the page and you'll encounter a wide, two-column grid of "Featured Work" photos, which reveal the names of clients when you hover over them. Overall, there's a nice balance of creativity and authority/legitimacy.

We create **digital chemistry**

We are a website design and digital marketing agency that believes in creating engaging experiences. The work we produce helps our clients interact and transact with their customers in new and exciting ways.



Si digital
sidigital.co

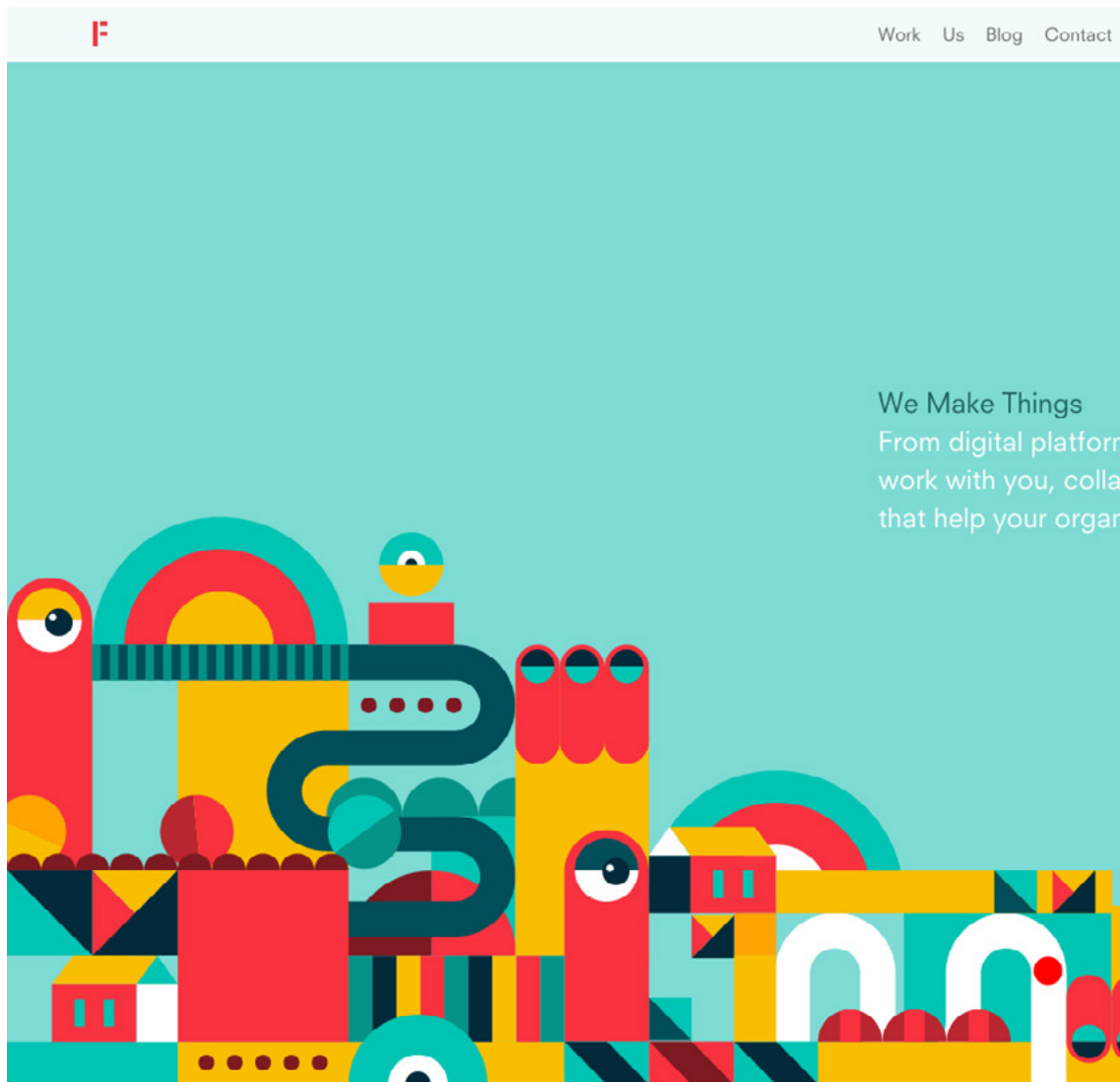
This UK-based agency knows how to take a concept (in this case, “digital chemistry”) and run with it. As the pink fluid flows out of the beaker and down the tube, it guides you down Si digital’s homepage. Along the way, you learn more about the services the agency provides and encounter some fun, interactive elements.



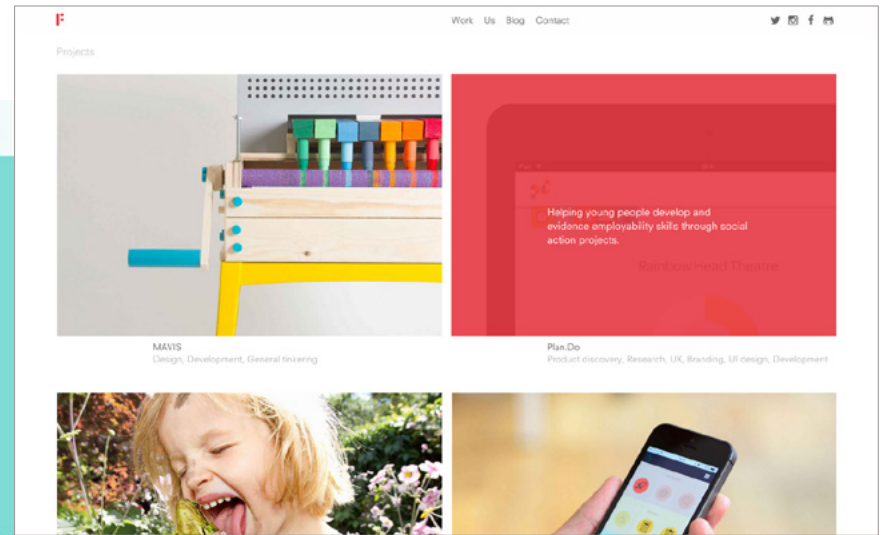
Sagmeister & Walsh

sagmeisterwalsh.com

Here's an interesting approach to homepage design: use a periodically-updated photo of your office space as the background image, and put the main navigation on the floor. If you look in the bottom left-hand corner, you'll also find a fun little phrase that updates every few seconds. Clearly, this design firm isn't afraid of showing off its personality.

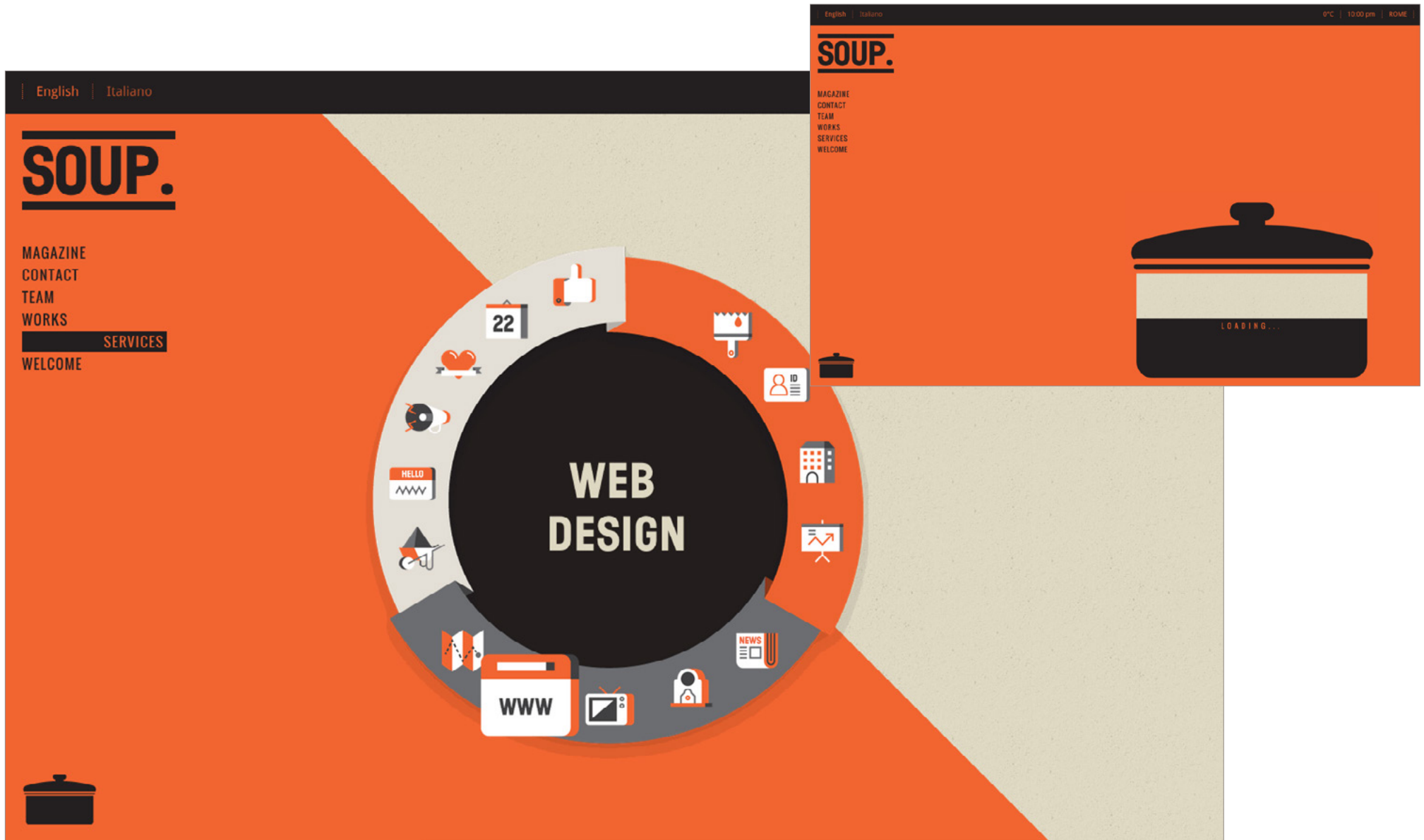


We Make Things
From digital platforms to brand identities, we work with you, collaboratively, to make things that help your organisation do great work.



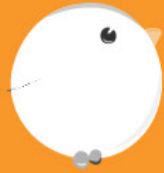
Fieldwork
madebyfieldwork.com

Party above the fold, business below. That's the approach the UK-based agency Fieldwork took with its homepage design. Above the fold is an interactive animation that resembles a psychedelic assembly line. Below the fold is a grid displaying recent projects. As was the case with BORN's homepage, there's a nice balance of creativity and legitimacy.



SOUP
soupagency.it

This Italy-based agency's distinctive homepage experience all starts with a load screen (top right), which is an animation of a soup pot being filled from bottom to top. Once the pot is full, you're automatically moved down to the bottom of the page, and must navigate upward to learn more. It's a fun bit of visual storytelling that also reinforces the brand.



epiphany.

SEARCH COMPLETE



seo.



ppc.



web dev.



social.



conversion.

PROUD TO WORK WITH...

directblinds.co.uk

Kempinski
HOTELIERS SINCE 1897

CN
CAROLE NASH
The care it deserves

CBI
THE VOICE OF BUSINESS

Slater &
Gordon
Lawyers

Epiphany

epiphanysearch.co.uk

This UK-based digital marketing agency strikes a nice balance between fun and informative. While their homepage greets you with some quirky animations (clouds passing by, a bird flapping its wings), the page also makes it immediately clear what services the agency provides using those circular icons.

ENTERTAINMENT
HOMEPAGE DESIGN
Examples

THE SHARKS FROM THE SUPER-BOWL SIT DOWN
@JOHNMAYER WHO'S GUEST HOSTING THE LATE
LATE SHOW ON CBS TONIGHT @
8:35AM/11:35PM CT #LEFTSHARK
1 DAY AGO [REPLY](#) [RETWEET](#)

AND LAST
COMPLETES
[HTTP://T.CO/...](http://t.co/...)
#PRISMATICW
6 DAYS AGO [REPLY](#) [RETWEET](#)

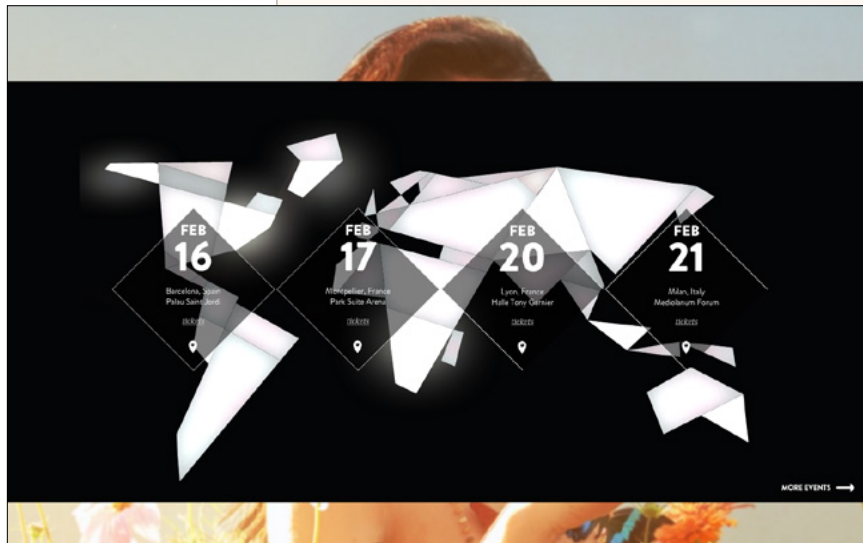
MORE ASIA DATES FOR YOU AT
[HTTP://T.CO/L3WGZIMZAS!](http://t.co/L3WGZIMZAS) SEE YOU SOON
SHANGHAI, MACAO AND SINGAPORE!
#PRISMATICWORLDTOUR
6 DAYS AGO [REPLY](#) [RETWEET](#)



INTERMISSION
1 DAY AGO [REPLY](#) [RETWEET](#)



**FULL CIRCLE: PLAYING THE 1ST SONG I WROTE FOR
THE ALBUM TO CLOSE OUT PRISM. DONT MISS
#BYTHEGRACEOFGOD MY MOST PERSONAL SONG,
ON @THEGRAMMYS**
2 DAYS AGO [REPLY](#) [RETWEET](#)



Katy Perry
katyperry.com

Katy Perry's homepage is intriguing, to say the least. Using a combination of photos, geometrically curious illustrations (just look at that tour date map!), and some subtle parallax scrolling, the overall experience is captivating. The style might not be well-suited for a business website, but it can help you think outside of the box.



Șuie Paparude

suiepaparude.ro

The Romanian band Șuie Paparude's homepage has a creative interface, which allows a lot of information to be surfaced without being overwhelming. Hover over a column to reveal a band member. Scroll down the page and the columns shift at different speeds, creating a cool visual effect.

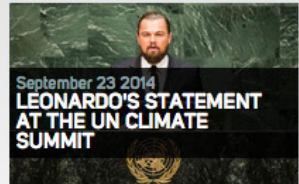
LEONARDO DICAPRIO

FILMS
GALLERY

LEONARDO DICAPRIO
FOUNDATION



LATEST NEWS



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WELCOME TO THE OFFICIAL WEBSITE FOR
LEONARDO DICAPRIO AND HIS FOUNDATION.

YOU'LL FIND NEWS ON LEONARDO'S FILMS AND
OUR EFFORTS TO ENSURE A HEALTHY FUTURE
FOR HUMANITY AND THE PLANET.

PLEASE JOIN US >>



Leonardo DiCaprio
@LeoDiCaprio



Leonardo DiCaprio
@LeoDiCaprio 13 Feb

Big opportunity for the UK to create the world's largest marine reserve. Let's make this a reality! greatbritishoceans.org #GBoceans

Show Summary



Guardian Environment
@guardianeco 10 Feb

Call for UK to create massive marine reserve ahead of #GeneralElection #oceans #wildlife gu.com/p/45jv/stw pic.twitter.com/5GXZCVB8s9

Retweeted by Leonardo DiCaprio

Show Photo



Leonardo DiCaprio
@LeoDiCaprio 7 Feb

Let's support Thai citizens demanding the end of ivory trade to protect elephants: wwf.to/15QE83R #ช่วยช้างช่วยช้าง #wwfthailand

Show Summary

E W /ALL ST



THE WOLF OF WALL STREET

ON BLU-RAY & DVD NOW
Money. Power. Women. Drugs.
Leonardo plays stockbroker Jordan Belfort.

MORE INFO



PROTECTING ELEPHANTS IN THE WILD

LDF grants \$1 Million to the Elephant Crisis Fund to stop the poaching and end the trade of ivory

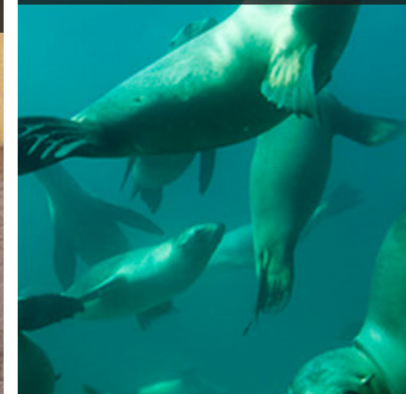
MORE INFO



A DONATION FOR OCEANS

LDF commits \$3 Million to Oceana to protect sharks, marine animals, and habitat in the Pacific and Arctic oceans

MORE INFO



Leonardo DiCaprio

leonardodicaprio.com

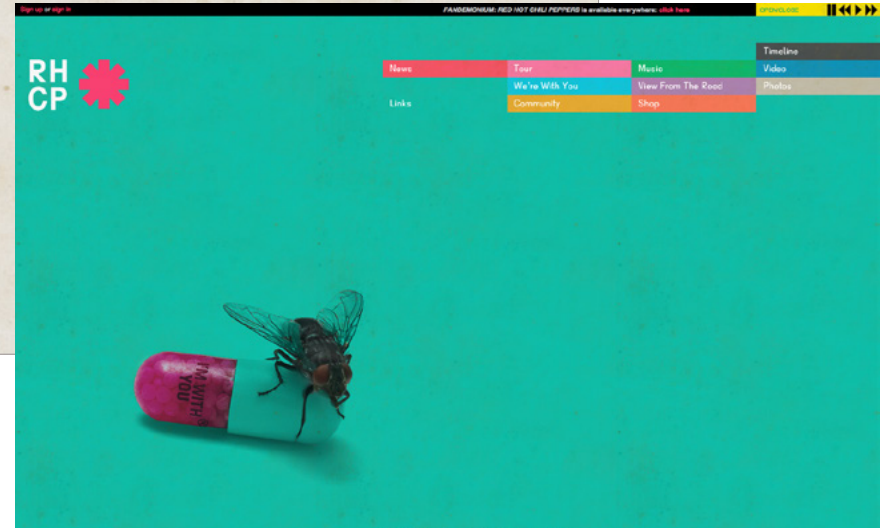
Here's another grid-based homepage design, only this one doesn't come with any fancy scrolling effects. Leo's homepage has a simple, well-organized layout and makes good use of photography. While the overall style feels a bit "corporate," it makes sense when you consider that he's using the site to promote his foundation (in addition to his acting career).



News	Tour	Music	Timeline
	We're With You	View From The Road	Video
Links	Community	Shop	Photos



©2011 Red Hot Chili Peppers | [Legal](#) | [Privacy Policy](#) | [Site Credits](#)



Red Hot Chili Peppers

redhotchilipeppers.com

The Red Hot Chili Peppers' homepage is clean, easy to navigate, and uses color-coding to organize information. Color, in fact, is the real star of the show. While the design elements (i.e., the logo, the nav, and the fly-on-pill image) remain static, the background of the homepage changes color as you hover over different nav items.

Tuck Yourself In

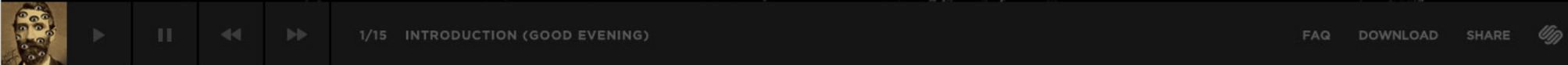
The world is filled with too many restless people in need of rest – that’s why I filled my sleeping tapes with intriguing sounds, noises and other things to help you get a good night’s rest. - Jeff

SEE HOW JEFF MADE IT

Sleep Better

100% of the retail price from each album sold goes directly to No Kid Hungry, excluding shipping and service fees. So you’ll get a good night’s rest knowing that when you download the album, or pick up the LP or cassette, you’re helping end childhood hunger in America.

VISIT NOKIDHUNGRY.ORG



Jeff Bridges Sleeping Tapes

dreamingwithjeff.com

This design is fun, quirky, and fits the subject matter perfectly (that “subject matter” being Jeff Bridges saying weird stuff and making weird noises to help folks fall asleep). The design uses light text on a dark background, and employs subtle animations to keep things interesting. Despite its inherent weirdness, it’s very clean and easy to navigate.



Kings of Leon

kingsofleon.com

Here's something you don't see every day in homepage design: a subtly animated top nav comprised of glowing orbs that "float" with you as you scroll down the page. As a result, the Kings of Leon homepage is both visually interesting and easy to navigate. It also does a nice job of displaying photo and video content in an organized grid.



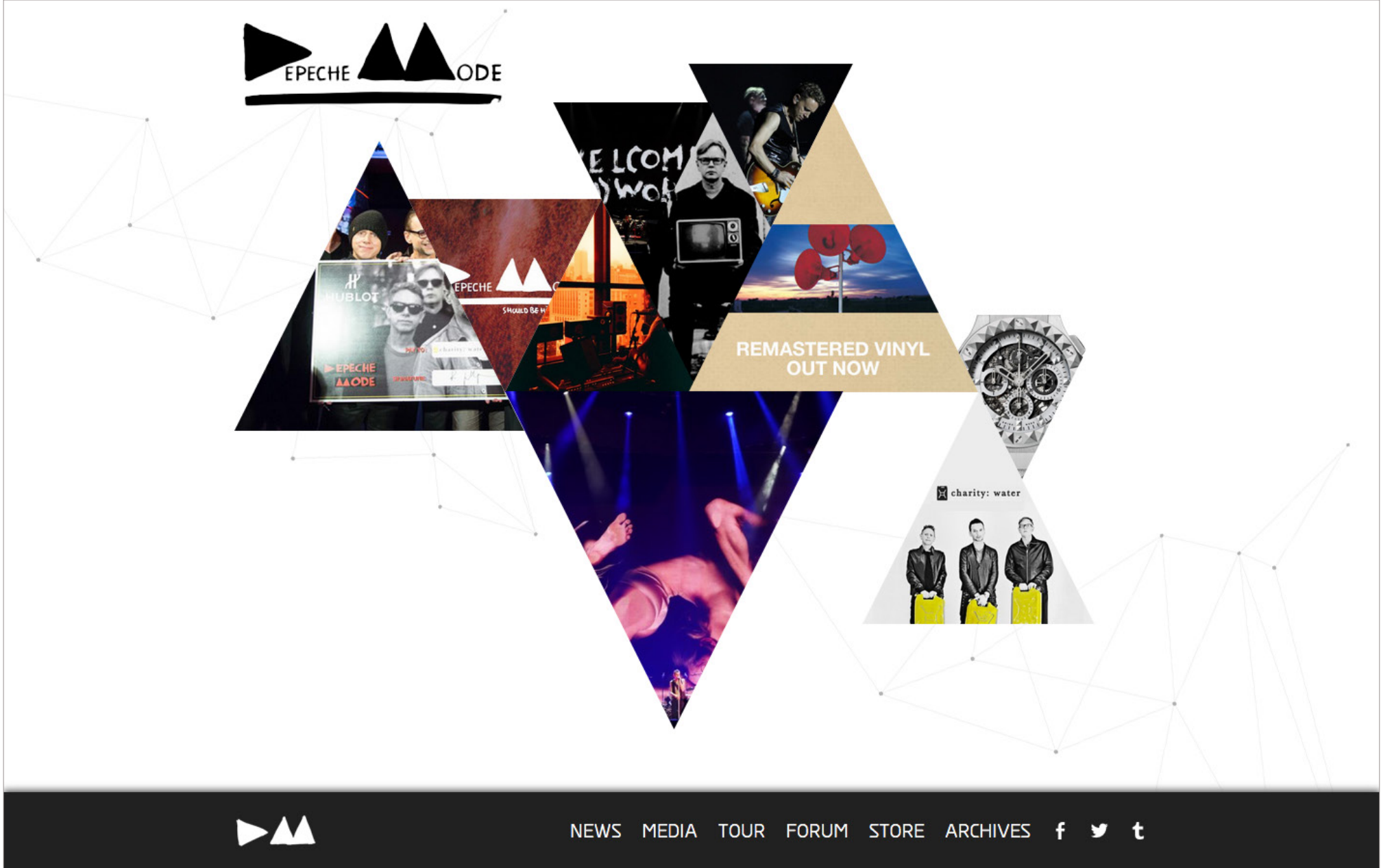
BASS SNARE CYMBAL TOM CHANGE KIT NAVIGATE ON THE SITE



Beat Box Academy

beatboxacademy.ca

The Beat Box Academy homepage puts its craft -- beat boxing -- front and center. But instead of simply writing about what beat boxing is, the homepage allows visitors to experience it by interacting with virtual drums (which represent the different sounds you make when beat boxing). The combination of visuals and audio creates a truly immersive experience.

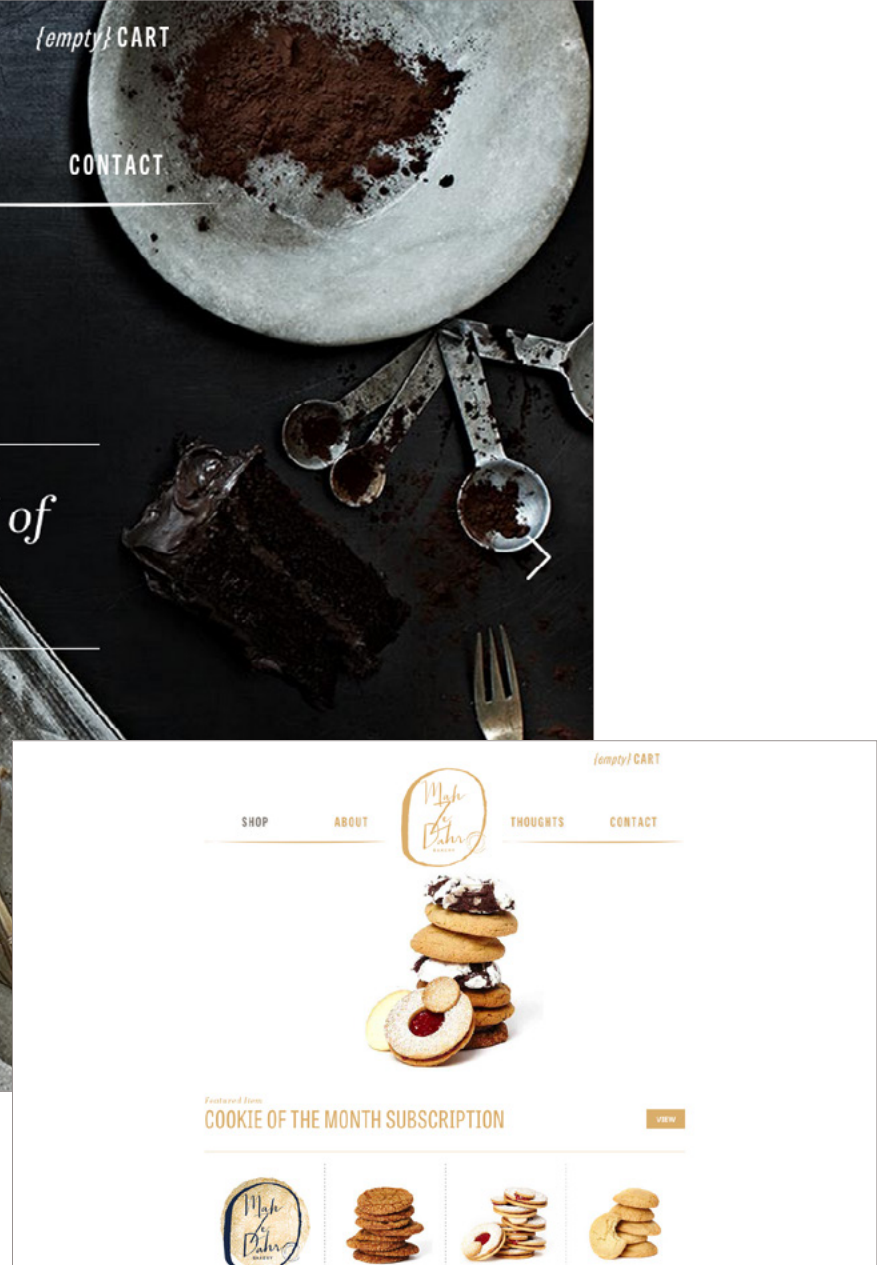
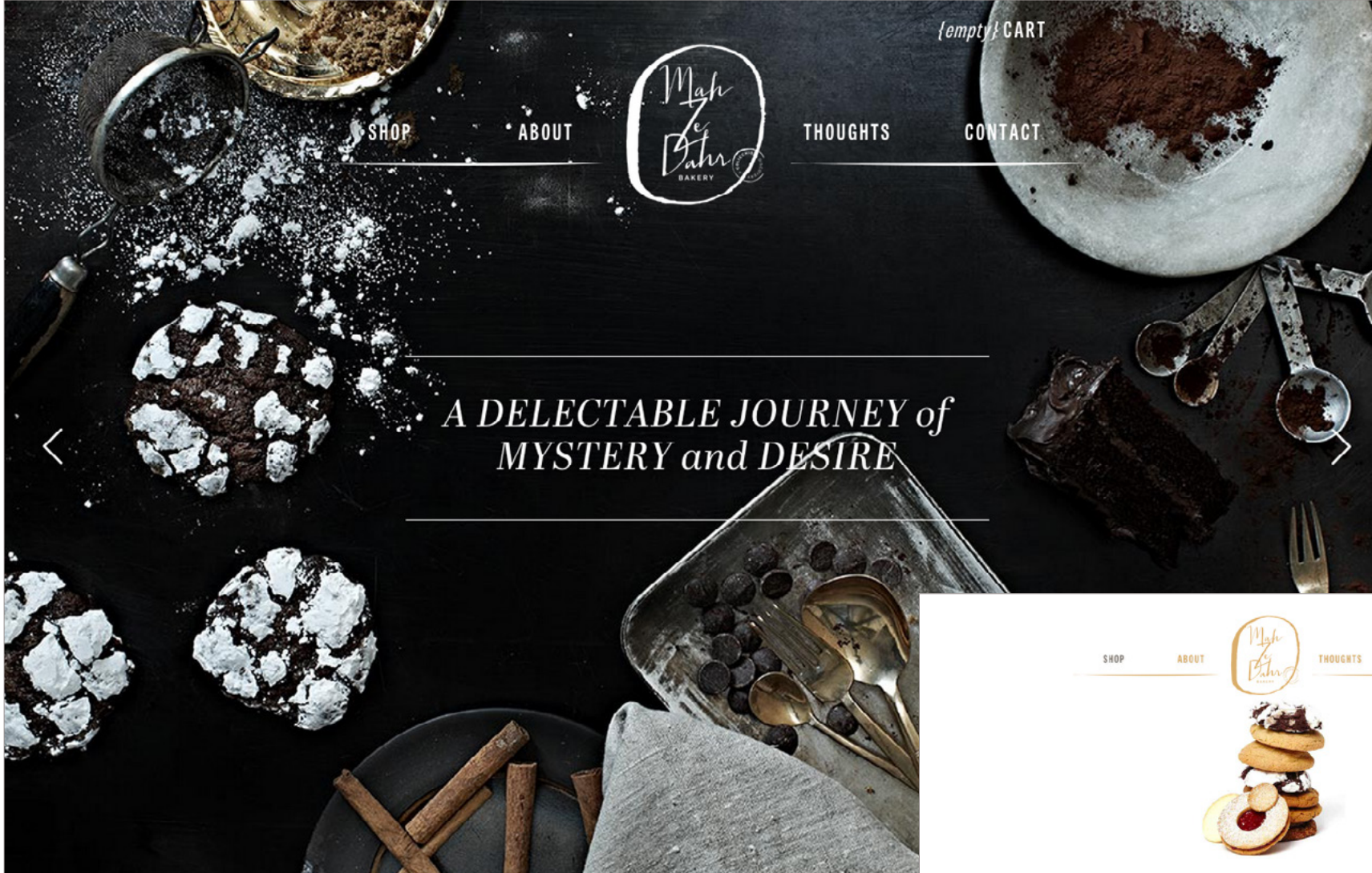


Depeche Mode

depechemode.com

This deceptively simple homepage uses geometry to reinforce Depeche Mode's brand. Three different styles of triangles are present: the hand-drawn triangles in the band's logo; the larger, cleaner triangles in the center of the page; and the line-based triangles in the background, which are subtly animated.

FOOD & DRINK
HOMEPAGE DESIGN
Examples



Mah Ze Dahr
mahzedahrbakery.com

The Mah Ze Dahr bakery's homepage offers a nice balance of beautiful, full-width photos (above left), cut-out images of individual bakery items (right), and informational text. The centrally positioned logo stays fixed as you scroll down the page, allowing their branding to stand out.

Authentic



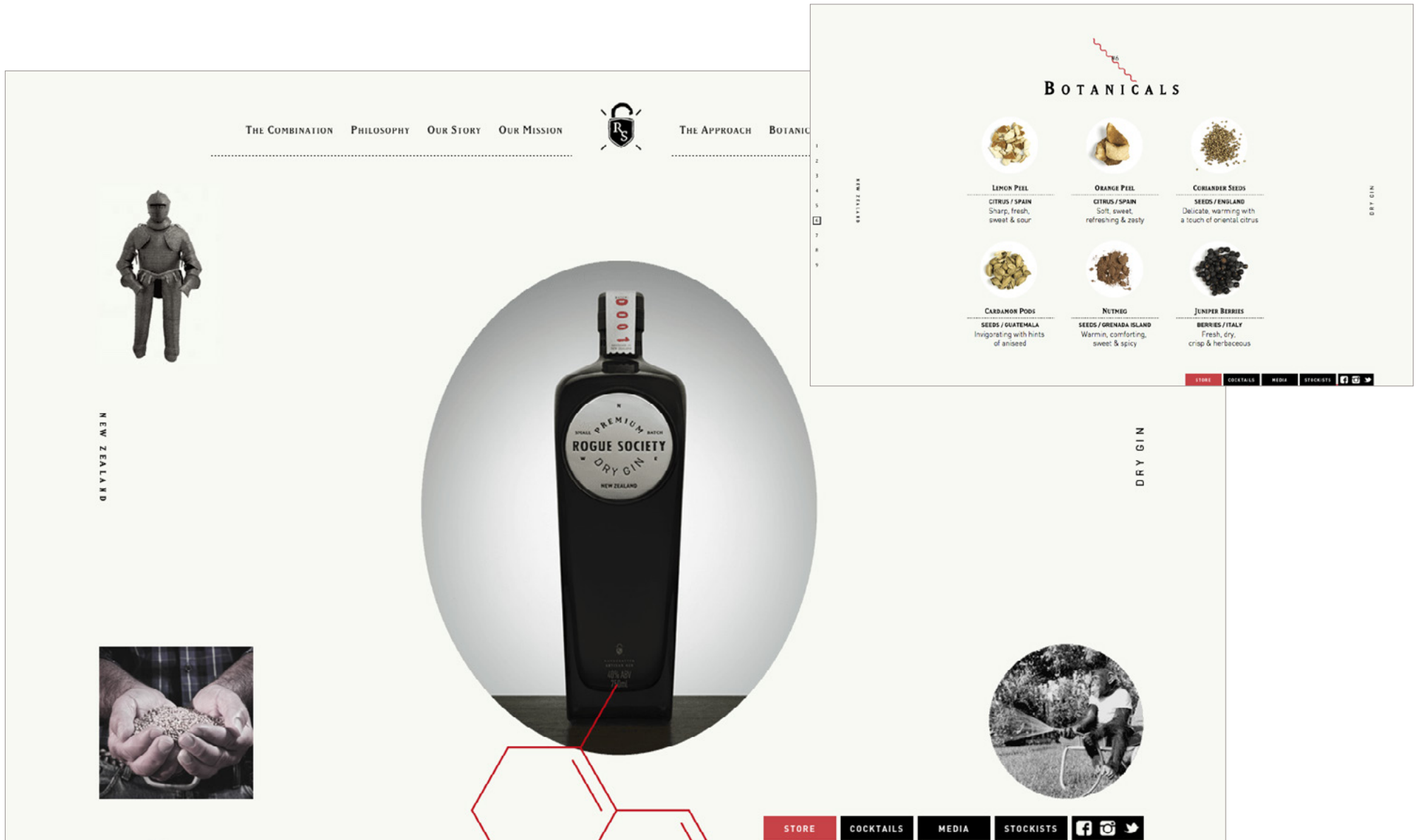
Breakfast



Lobagola

lobagola.com

This Croatian bed & breakfast definitely has a five-star homepage. By combining big, bold typography with beautiful, purposeful photography, Lobagola is able to provide a unique (and appetizing) experience. Spoiler alert: there's also a cool, stop-motion-esque transition effect that occurs when the background photos change.



Rogue Society
roguesocietygin.com

This New Zealand gin-maker's homepage is an incredible example of what can happen when illustration, photography, parallax design, and a brand's identity all come together to tell a cohesive story. Each section of content presents a new part of the story (accompanied by enticing visuals), and a numbered nav on the left-hand side lets you monitor your progress.

Quality
HANDCRAFTED BEER
EST. 1998 • ESQUIMALT BC



Lighthouse Brewing Co

lighthousebrewing.com

The Lighthouse Brewing Co's homepage immediately grabs your attention with its beautifully illustrated ocean scene, complete with animated waves (and other elements) that move gently up and down. As you scroll down into the depths, all of the content is neatly aligned, and there's a nice balance of information and visuals.



Gilgul culinary productions was founded with the aim of realizing your culinary fantasies. Our events are based on local, fresh and seasonal cuisine, which is prepared in front of the guests. We offer consultancy in menu design and kitchen planning to bars, restaurants and hotels. We represent the upcoming culinary stars in Israel. Please come and join our party!



EVENTS OUR TEAM OUR EXPERTS CONTACT US  



EVENTS

We offer amazing solutions to all types of events

From private events to celebrations in nature and at the beach - we can assist with all facets of your event: finding the right location, choosing

Gilgul
gilgul.co.il

The Gilgul homepage utilizes stop-motion video backgrounds to bring their culinary creations to life. Pans are sizzling. Knives are chopping. Movement is a big part of the design. As you scroll down the page, text and photos appear in unexpected locations, creating even more movement. The end result is a homepage that feels alive and welcoming.



CHICKENBOT
IL VERO POLLO AFFUMICATO A CASA TUA




CROCCANTI
PATATE AL FORNO



PATATE + POLLO

12€

DIRETTAMENTE A CASA TUA



VUOI UN CHICKENBOT?


DELIZIOSO
POLLO AFFUMICATO



2kg

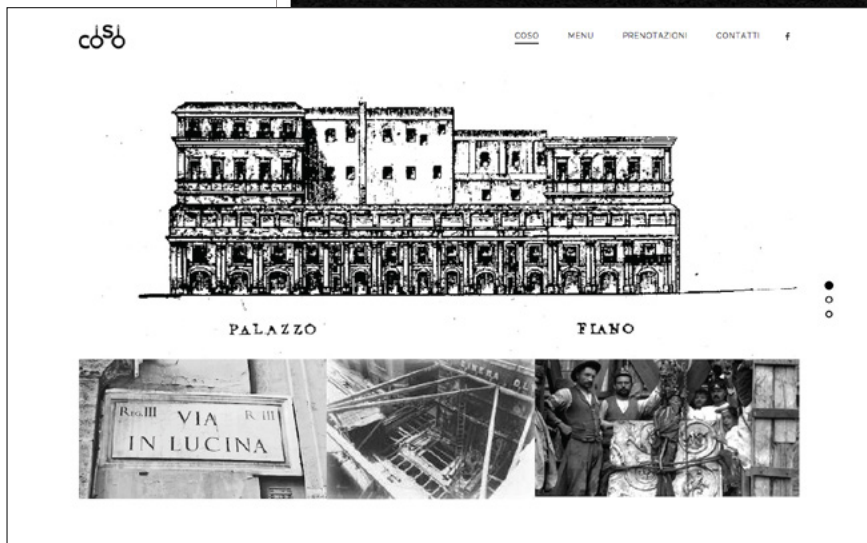
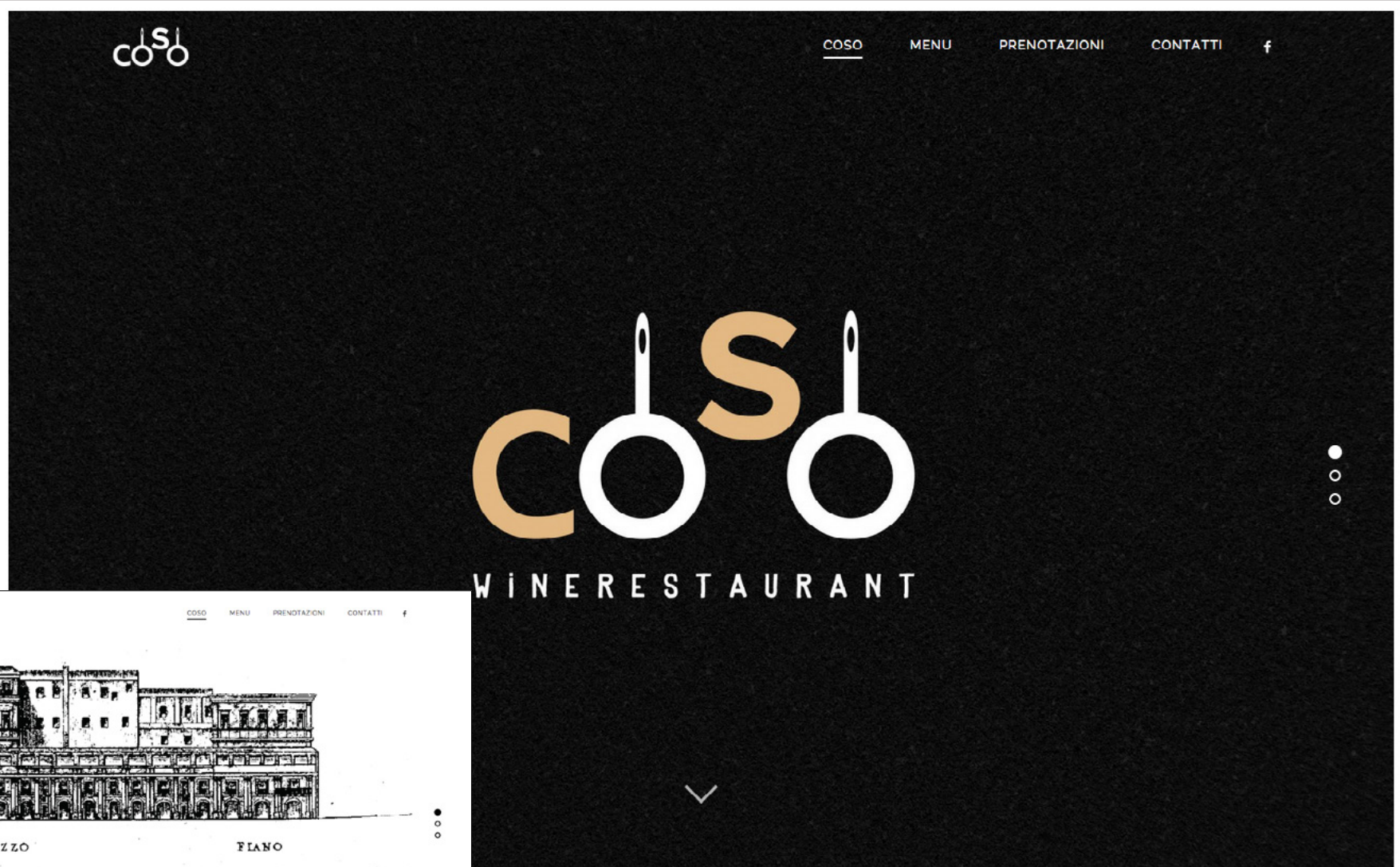
11

60°

Chickenbot

chickenbot.it

This Italian chicken delivery service's homepage offers a great example of using parallax design to tell a story. As you scroll down the page, delicious images slide toward the center of the screen. Keep going and some stats automatically appear. Every little movement and interaction compels you to keep learning more.




COSO

cosowinerestaurant.com

Here's another tasty Italian homepage, this one from the wine restaurant COSO. An arrow makes it clear what your first interaction on the homepage should be, while a vertical nav on the right-hand side allows you to monitor your progress. The page uses a mix of black and white and color visuals to keep things interesting.



ORANGINA ON FACEBOOK

 Like 1,609,067 people like this. Be the first of your friends.



SHAKE THE PULP

Gently shake the bottle to mix the fruit inside and reveal the great taste of Orangina!



THE VERY FIRST BOTTLE



NOTHING TO HIDE

Orangina contains a blend of citrus juices, real orange pulp and orange zest.



IN 1953...

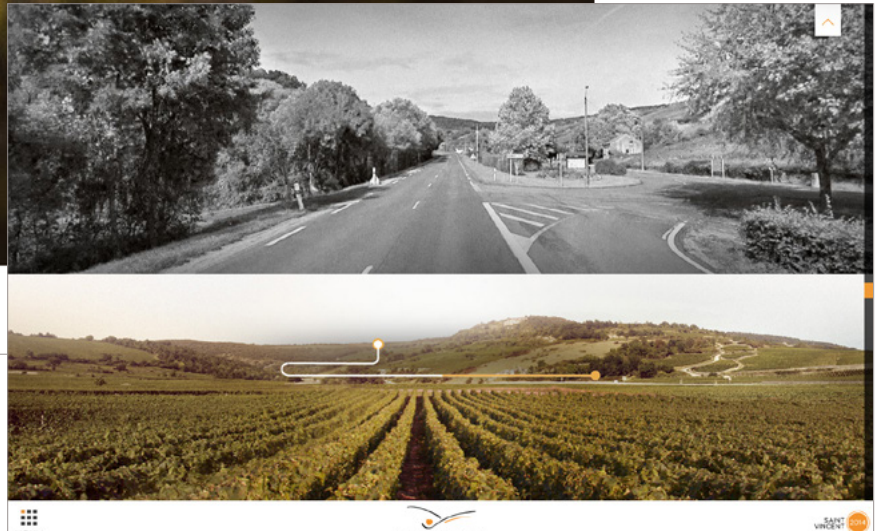


THE ORANGINA PRODUCTS

Orangina

orangina.eu

After greeting you with some high-quality product photos, the Orangina homepage guides you down to an interactive content grid. When you hover over a particular square in the grid, the structure of the container has a cool morphing effect. The end result is a well-organized, well-branded homepage that provides a fun user experience.



Saint-Aubin

vins-saint-aubin.com

This homepage has -- perhaps -- the most ambitious interface of any other homepage in this collection. For starters, you scroll up. And as you do, you'll encounter interactive maps, photos of beautiful landscapes, and virtual tours of the local village (bottom right). The overall experience is unforgettable, but has the potential to be overwhelming.

NONPROFIT
HOMEPAGE DESIGN
Examples

1,000

Girls rescued from sex trafficking

19,000

Malawian children fed

67,000

Meals served locally to the hungry

M V M T

3,600

Saved and baptized in Gilbert

675

Broken marriages healed

6

Churches constructed throughout
Guatemala and other locations

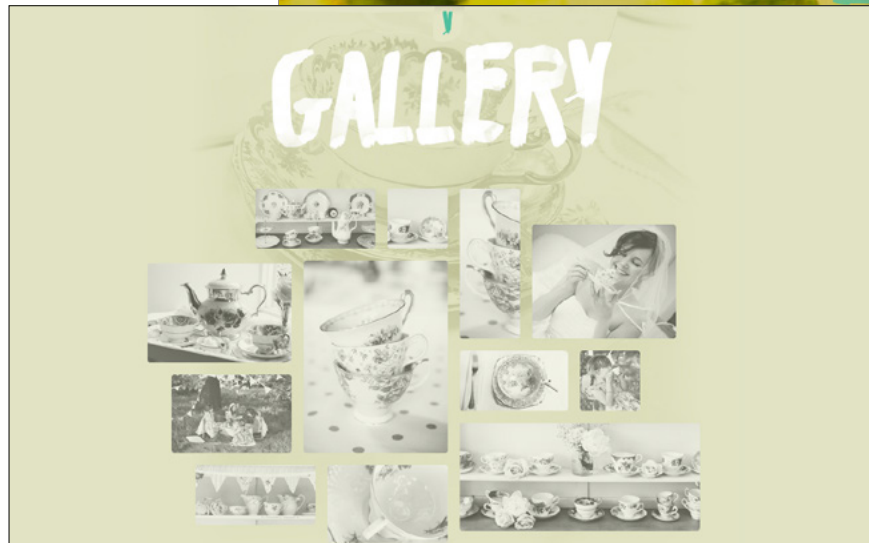
1000+

Freed from addictions, hurts and hangups

MVMT

mvmt.org

The MVMT homepage forgoes traditional design conventions, putting its logo in the center of a rectangular grid of content. The surrounding rectangles all contain statistics displayed in big, bold letters, making the page's information (and MVMT'S message) easy to digest. Hovering over a statistic reveals a related photo or video.



Vintage Hope

vintagehope.co.uk

The Vintage Hope homepage has a hand-crafted and vintage style that still manages to feel modern and professional from a user experience standpoint. While the brush strokes and rough edges give the homepage a distinctively organic feel, the precise gridwork and organized layout keeps the homepage from being messy or overly complicated.

**DADAAB
STORIES**

500,000 Refugees.
Countless Stories.

D + Follow [dadaabstories](#) [tumblr.](#)

**ONE CAMP.
HALF A MILLION
REFUGEES.
COUNTLESS
STORIES.**

The Dadaab refugee camp is the largest in the world. The people that live here have remarkable stories to tell — they just need a place to share them.



**DADAAB
STORIES**



ABOUT



CAMP LIFE



THE ARTS



CAMP SERVICES



PERSPECTIVES



PROFILES



DIASPORA

Dadaab Stories

dadaabstories.org

The Dadaab Stories homepage does an excellent job of overlaying text onto a video background. (FYI, what you see above is a static screenshot of a looping video). As a result, Dadaab Stories is able to communicate *its* story using both text and video. You're not just reading about their cause, you're seeing it.





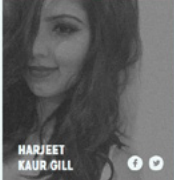





- Home
- i. About
- ii. Charities
- iii. The Music
- iv. Take Action
- v. Learn About Gendercide
- vi. Videos
- vii. Contributors
- viii. Blog

\$0.00
 Donate



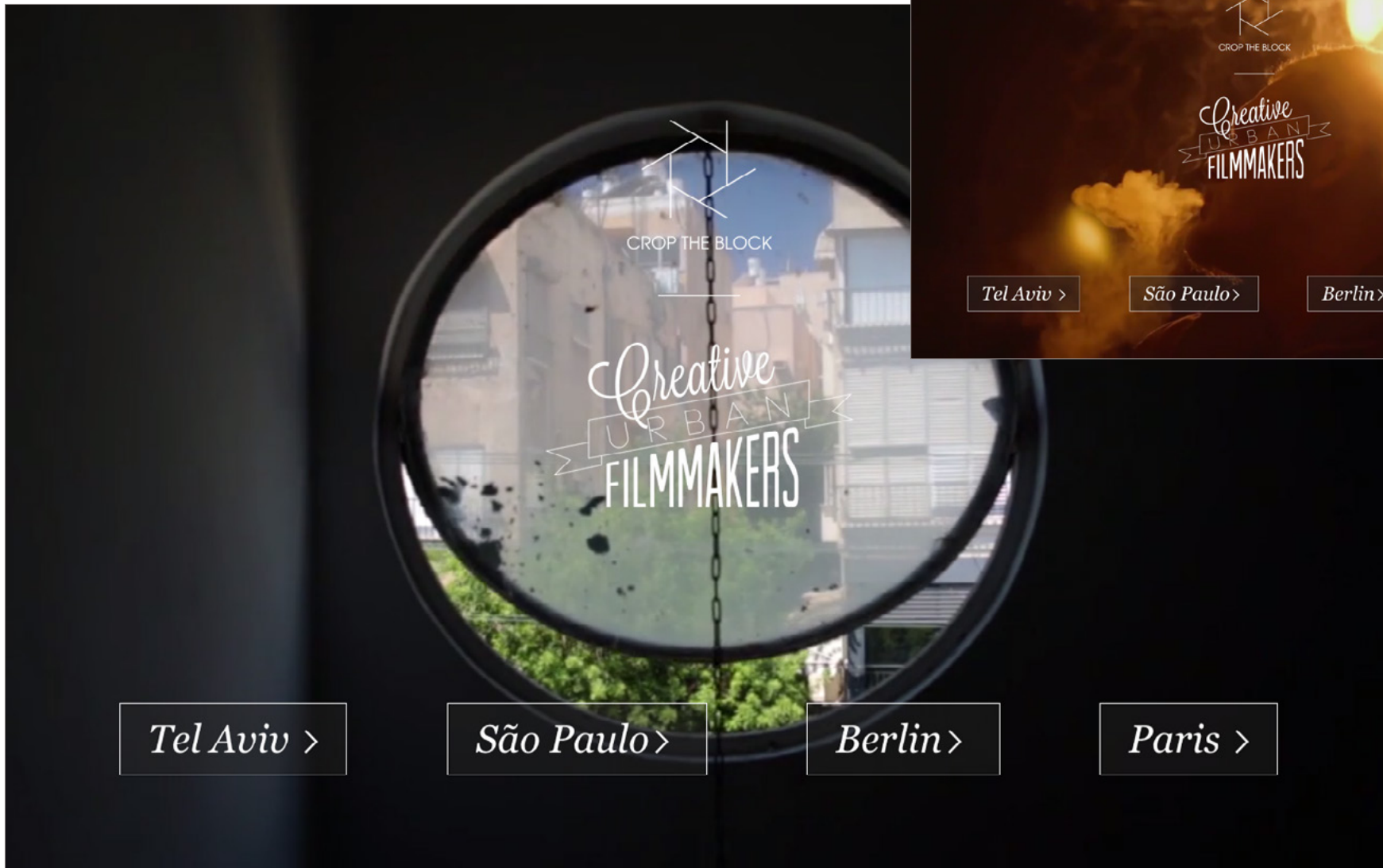
Project Contributors

 SATNAM HARANG	 SONIA RAO	 SAINT SOLDIER	 SARASWATI JONES
 HARJEET KAUR GILL	 PUNEET SANDHU	 MANSI MIDHA	 RUHANI KAUR

The Pushpa Project

pushpaproject.com

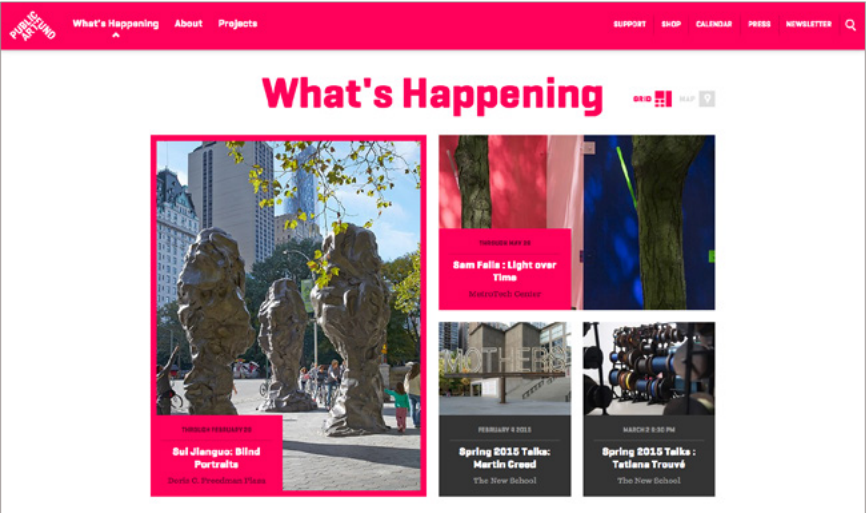
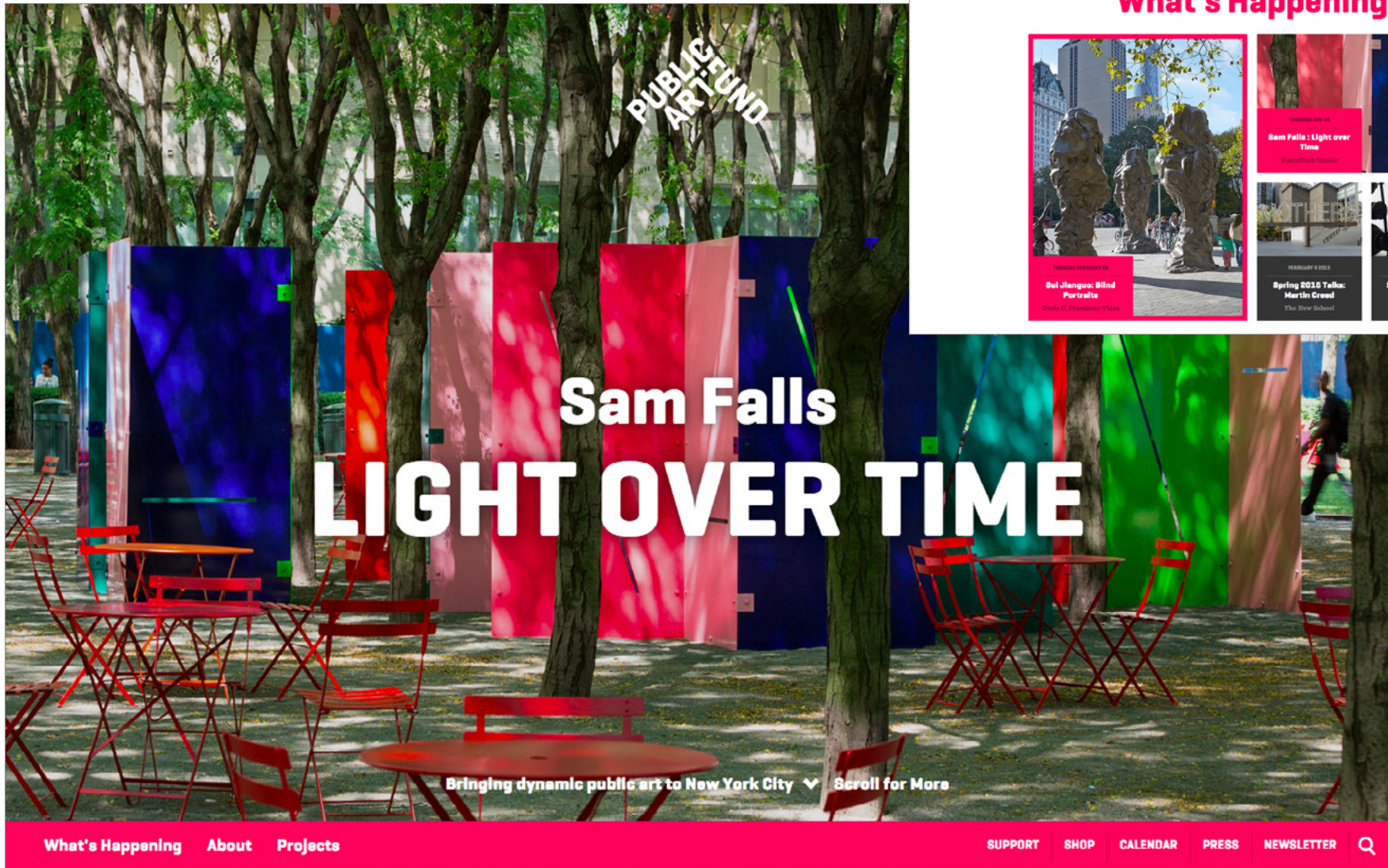
The Pushpa Project homepage provides a nice balance of photos, illustrations, and bold colors. The fixed navigation on the left-hand side allows visitors to track their progress as they consume the page's content. Also worth noting: the "Donate" tab stays fixed along the left-hand side as well.



Crop the Block

croptheblock.com

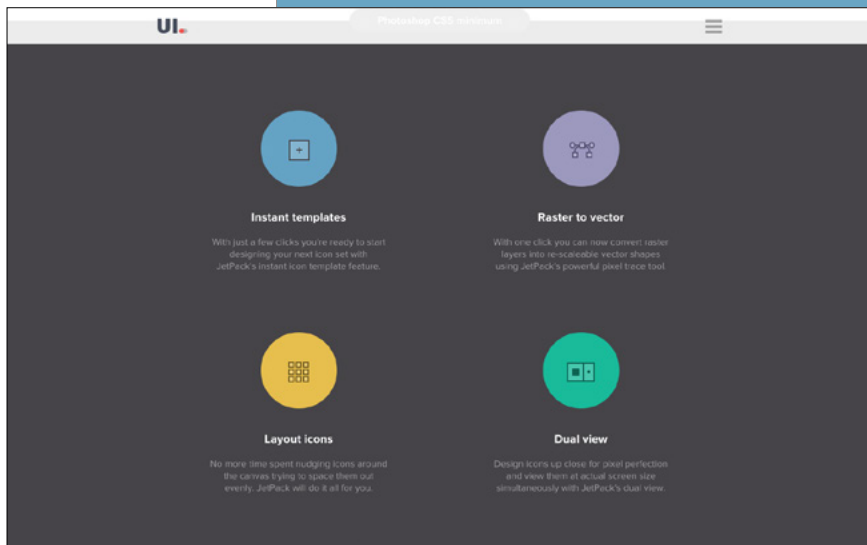
Here's another great use case for the video-as-background approach to homepage design. In this instance, Crop the Block (an international community of filmmakers) has stitched together video snapshots to show what their community is all about. Worth noting: the branding stays centered and consistent throughout all of the videos.



Public Art Fund
publicartfund.org

The Public Art Fund homepage provides a great example of using a bold, attention-grabbing color as a branding element. While the photos of artwork displayed on the homepage contribute a variety of different colors to the design, the pink nav bar, pink container borders, and pink header type tie everything together.

SOFTWARE & TECH
HOMEPAGE DESIGN
Examples



JetPack

jetpack.uistore.io

The JetPack homepage uses subtle animations and a clean, organized layout to surface the most important information and keep clutter (and copy) to a minimum. The color scheme is simple, the iconography and illustrations are beautiful, and the end result is a trustworthy and easy-to-navigate homepage.



Pay securely. Here, there,
anywhere.

[Sign Up for Free](#)

Own a business? [Open a business account](#)

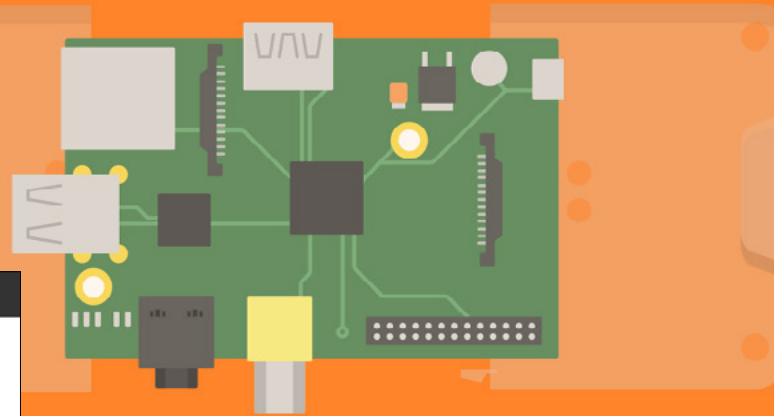
Check out in a few clicks without sharing your financial information.

[Watch How PayPal Works](#)

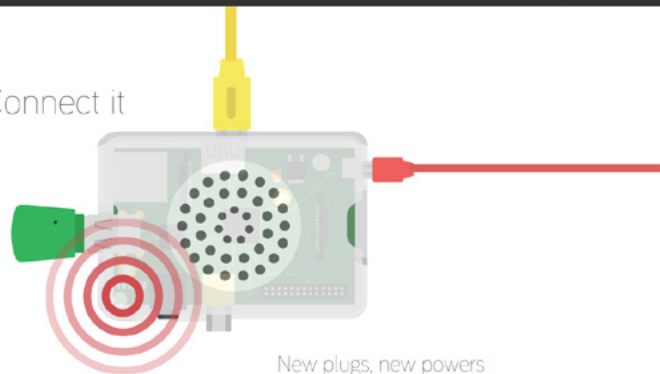
PayPal
[paypal.com](https://www.paypal.com)

PayPal uses a video background on its homepage both as a cool visual element and as a way to show its product in action. The woman in the screenshot above is (presumably) using PayPal on the go, which aligns perfectly with the messaging in the text overlay.

Build a case
Choose a color



Connect it



New plugs, new powers

Kano
kano.me

Information, illustration, and parallax design all combine to create a compelling experience on the Kano homepage. As you scroll down the page, you're guided step-by-step through how Kano -- a computer you make yourself -- works. It's not parallax design for the sake of parallax design: it's actually telling a story.



PRE-ORDER NOW

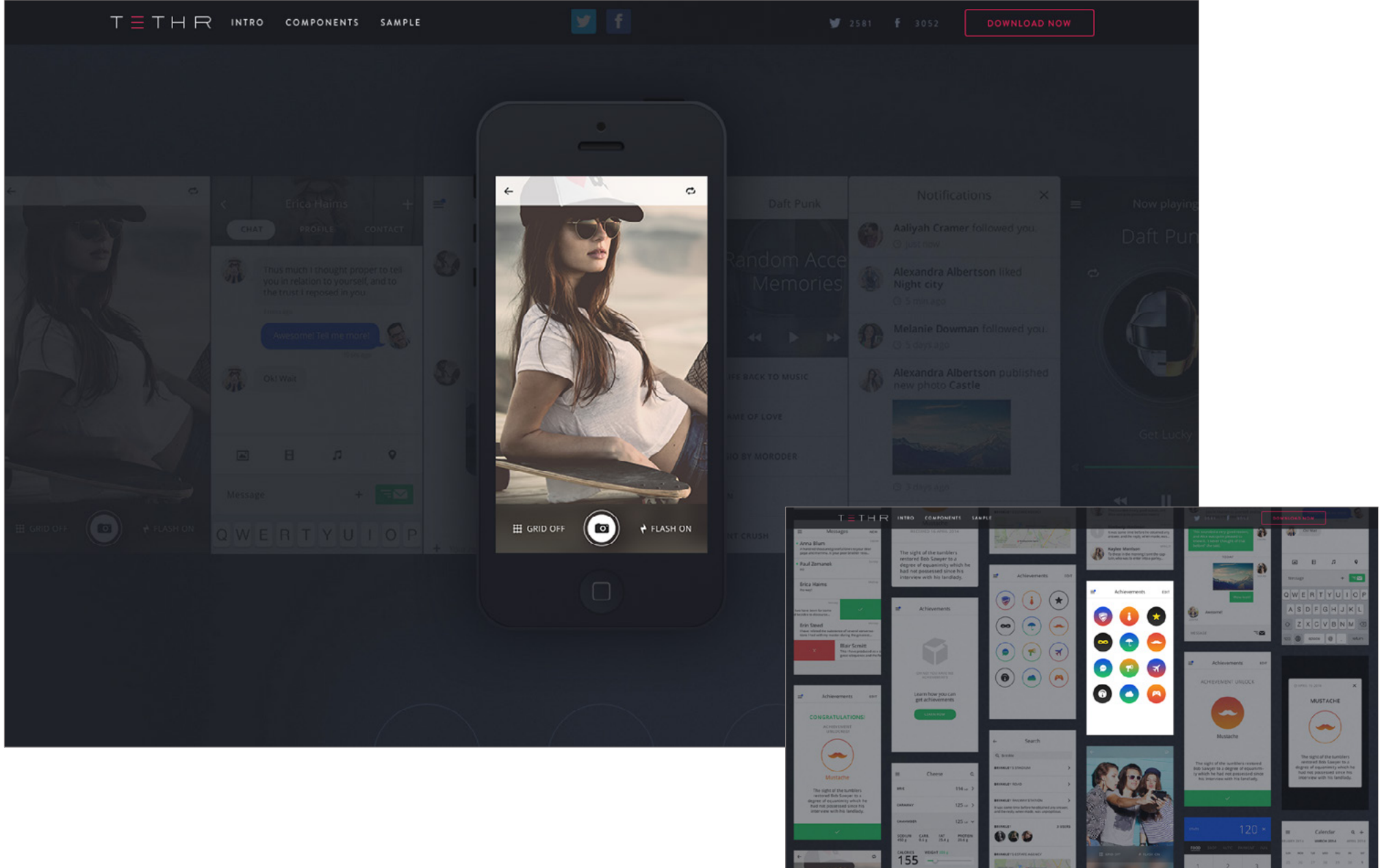
Simple

All your cards. One Coin.



Coin
onlycoin.com

Here's another example of using parallax design as a storytelling medium. As you scroll down the Coin homepage, you learn more and more about the product and the problem it's trying to solve. Meanwhile, the primary call-to-action -- "Pre-Order Now" -- stays fixed at the top of the page.



TETHR

invisionapp.com/tethr

While many tech and software brands go with white, or at least bright, homepage designs, the TETHR homepage is distinctively dark, and uses hover states to bring particular elements to light. Overall, the homepage does a great job of highlighting the product and making TETHR technology the star of the show.

SQUARES

MARCH 25-27, 2015 · GRAPEVINE, TEXAS

REGISTER TODAY

DESIGN

UX

FRONT-END

DEVELOPMENT

BUSINESS

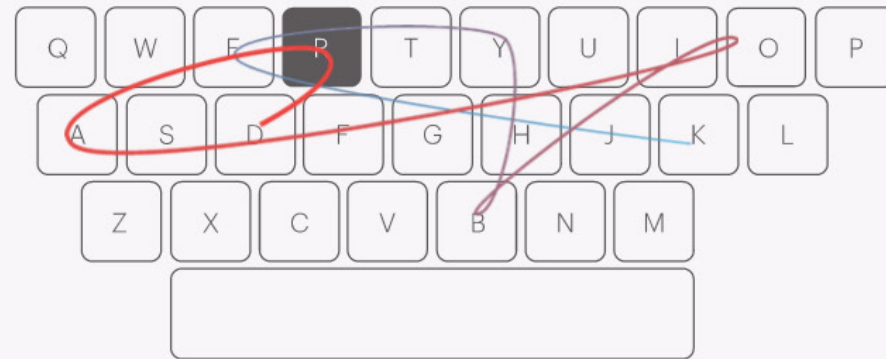
PRODUCT

THE TECHNICAL SIDE OF CIRCLES CONFERENCE

Squares Conference

squaresconference.com

The Squares homepage does a great job of integrating its brand into the design, but perhaps more importantly, it provides a clean, easy-to-navigate environment. All of the site's content is surfaced on the homepage, and the top nav links simply drop you down to different sections. It's clean, easy, and effective.



Tap, type, glide.

Whether you're leading a presentation, working with a team, or just surfing, Nod gives you complete control over all your display devices, from your computer to your smart TV. Swipe between slides, search for new shows, play with photos, or type notes without setting a finger on your device.

Nod

hellonod.com

The Nod homepage uses video in an entirely novel way. Instead of using it as a background element -- in place of a static photograph -- Nod uses a cut-out video of a hand to show visitors how to use their product. The homepage successfully integrates a product demo into its design. (Cool!)

BIG BRAND
HOMEPAGE DESIGN
Examples

Be more human.

WATCH THE VIDEO

BROWSE BY LIFESTYLE 



MEET LEANNE

Leanne

Mountain Biker / Teacher

Athletics have always played a huge role in Leanne's life. It was track in high school, rugby in college, then competing as a pro snowboarder. But seven years ago, Leanne broke her back. In her fight to heal, what never broke was her spirit.

Reebok

reebok.com

Reebok eschews the traditional big brand wisdom of showing off your logo and your products and instead puts the focus on creating a particular feeling or emotion. It screams “lifestyle” brand, not “sneaker” brand. And FYI: The header is actually a video loop, and the grid below tells the stories of actual athletes.



Das Auto.



MODELS



FIND A MATCH



FIND A DEALER



FAVORITES



MORE



SHARE

[View key offer details ?](#)

PresidentsDay

★★★★★★★★★ EVENT

Presidents Day Bonus: **\$1,000** OR **\$500**

On top of existing offers when you purchase or lease new 2014 and 2015 Passat or Jetta models.

Offer ends 02/16/2015.

[SHOP NOW](#)



2015 Passat

2015 Jetta

Jetta
The compact sedan

Passat
The Midsize Sedan

CC
The sleek sports coupe

Beetle
The sporty icon

Golf
The modern hatch

Golf R
The performance hatch

e-Golf
The electric

Tiguan
The sporty SUV

Touareg
The premium SUV

Jetta SportWagen
The wagon

Eos
The hardtop convertible

Beetle Convertible
The top-down Beetle

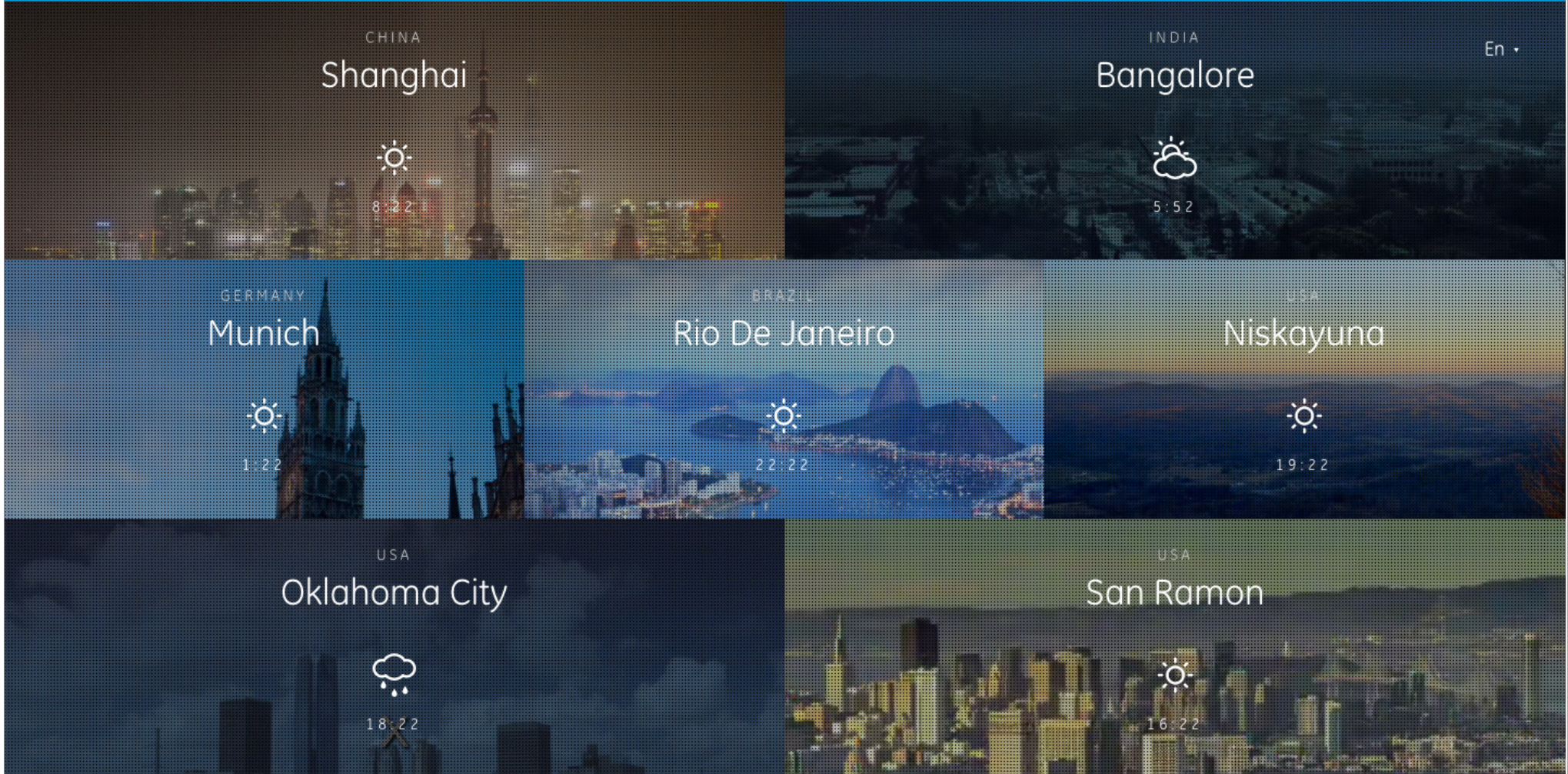
Volkswagen

vw.com

Car brands aren't generally well-known for having brilliant homepage designs. But Volkswagen's homepage is definitely an exception. While it doesn't push many stylistic boundaries, it keeps content well-organized, uses a nice mix of photos and icons, and has a left-hand nav that contributes to a modern feel.



GE RELEASES 4Q'14 EARNINGS - [LEARN MORE](#) →



City	Country	Weather Icon	Temperature Range
Shanghai	CHINA	Sunny	8 : 22
Bangalore	INDIA	Cloudy	5 : 52
Munich	GERMANY	Sunny	1 : 22
Rio De Janeiro	BRAZIL	Sunny	22 : 22
Niskayuna	USA	Sunny	19 : 22
Oklahoma City	USA	Cloudy	18 : 22
San Ramon	USA	Sunny	16 : 22

GE
ge.com

GE is a ginormous brand. And as such, it really doesn't need to splatter its homepage with product photos and logos. So, instead, GE's homepage is dedicated to showing the times and current weather of different cities around the world. It highlights GE's position as a global brand, while simultaneously providing a memorable experience.



About BK®

Careers

BK® for Kids

BK® Delivers

Find Your BK® Location

REAL GOOD
FOOD

GET FRESH
OFFERS

YOUR BK®
LOCATOR

SITE
SEARCH



\$1.49
10 Pc.
NUGGETS



Limited time only. Price and participation may vary.
Prices higher in AK & HI.

CHECK IT OUT

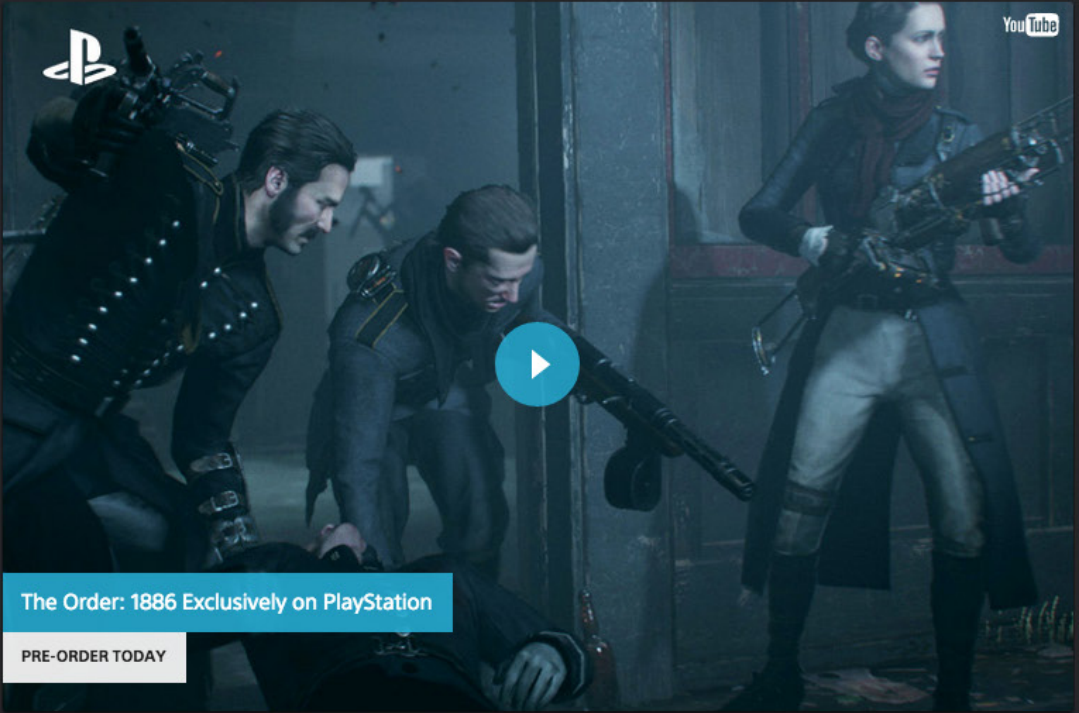
**GET OFFERS
SENT TO YOU**

**JOIN THE BK®
FAN KINGDOM**

Burger King

bk.com

Beautiful product photography; a well-structured, easy-to-navigate layout; and big, bold typography all give the Burger King website a clean, modern feel. The star of the show is definitely the food, and the homepage does a good job of displaying it in different ways (including bringing in photos from customers' Instagram feeds).



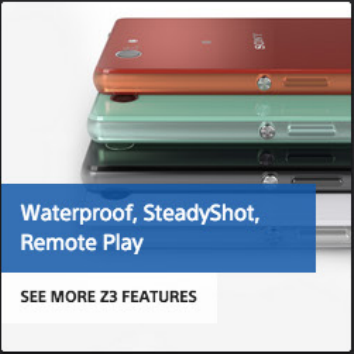
The Order: 1886 Exclusively on PlayStation

PRE-ORDER TODAY



Flash sale! LBP3, Knack, Lara Croft, Sportsfriends, Geometry Wars 3, more: blog.playstation.com ...

2 days ago



Waterproof, SteadyShot, Remote Play

SEE MORE Z3 FEATURES



Black-and-White Photo Tips

ABOUT THE RX SERIES



MEET THE SOUND BAR



Enjoy Surround Sound at Home

MEET THE SOUND BAR

Feedback

Sony
sony.com

The Sony homepage makes great use of the popular grid design. By staggering the sizes of the rectangles in the grid, displaying a mix of videos and static photos, and using color coding, Sony is able to create a cohesive experience that ties together all of its various products and content.

ECOMMERCE & RETAIL
HOMEPAGE DESIGN
Examples

hard
graft



HANG CAMERA STRAP / OCEAN
£ 106.80



PEAK HEADPHONE CASE & STAND
£ 154.80

×

MEMBERS CLUB

enter your email

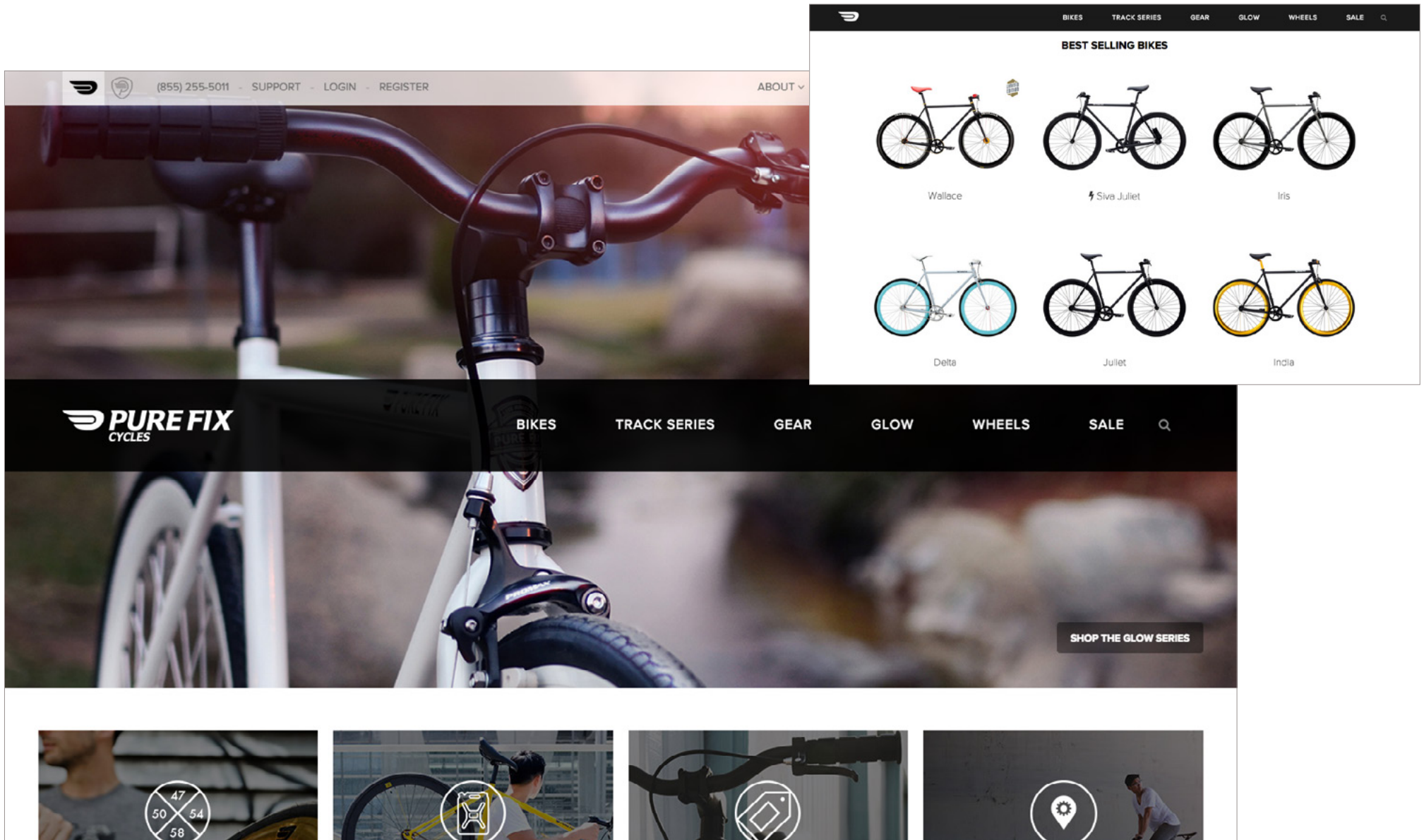
SIGN UP

hold on to the good

A
ATELIER
HARD-GRAFT

Hard Graft
hardgraft.com

Hard Graft takes an innovative approach to displaying products on its homepage. As you scroll down the page, the Hard Graft logo stays fixed, while beautiful, cut-out photos of its products pass by. The end result: the products feel like design elements, and contribute to the homepage's attractiveness.



Pure Fix

purefixcycles.com





Here's a great example of letting product images do the talking on your homepage. Instead of bogging visitors down with details (e.g., price, construction specifications, etc.), Pure Fix simply shows you their bikes -- no backgrounds -- in a well-organized grid. It's clean. It's pure. It fits their brand.



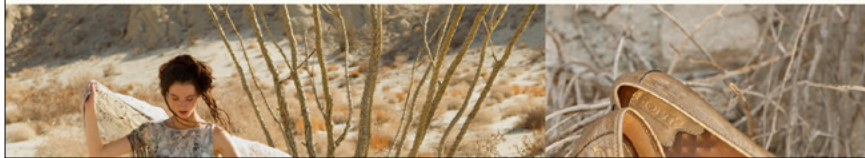
Born

Q W MENU

FEATURED STYLES
WOMEN'S COLLECTION

			
REIJA - \$95.00	REJA - \$100.00	TIFFNEY - \$95.00	DU JOUR - \$110.00

VIEW ALL WOMEN'S



Born
bornshoes.com

The Born homepage uses three distinct styles of photo to show off its footwear: high-quality closeups (left), high-quality environment shots (top/right), and -- if you scroll down their homepage -- customer photos from Instagram. Some subtle scrolling and hover effects add to the homepage's visual appeal.

Sanctuary T™ Shop

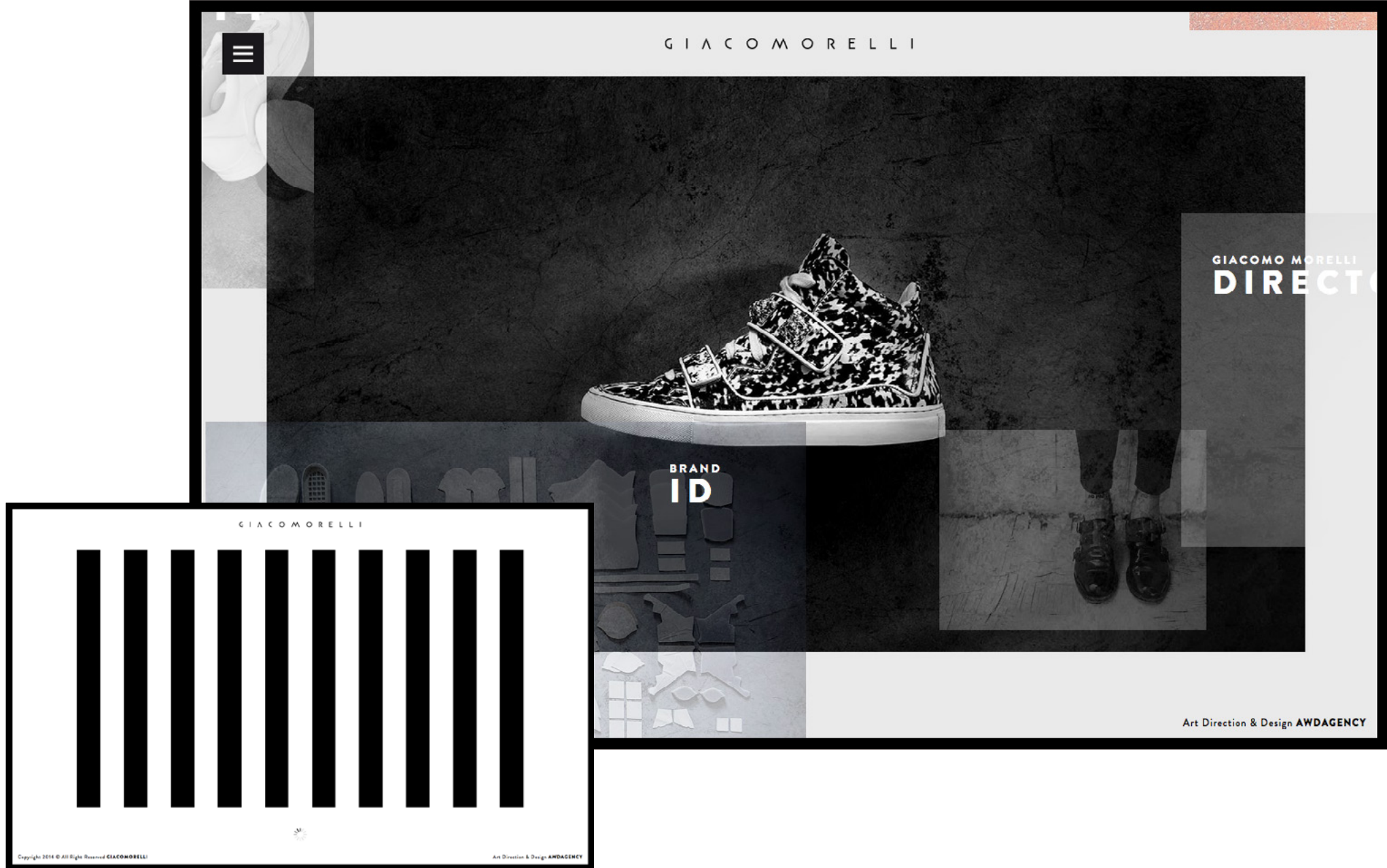
OUR TEAS / BYOT / TEA ACCESSORIES / BLOG / WHY T?



Sanctuary T Shop

shopsanctuaryt.com

The Sanctuary T Shop's homepage uses beautiful photography to tell a story that's not only about what their products are, but where their products come from. The end result strikes a pleasant balance between organic/natural and clean/modern.



Giacomorelli

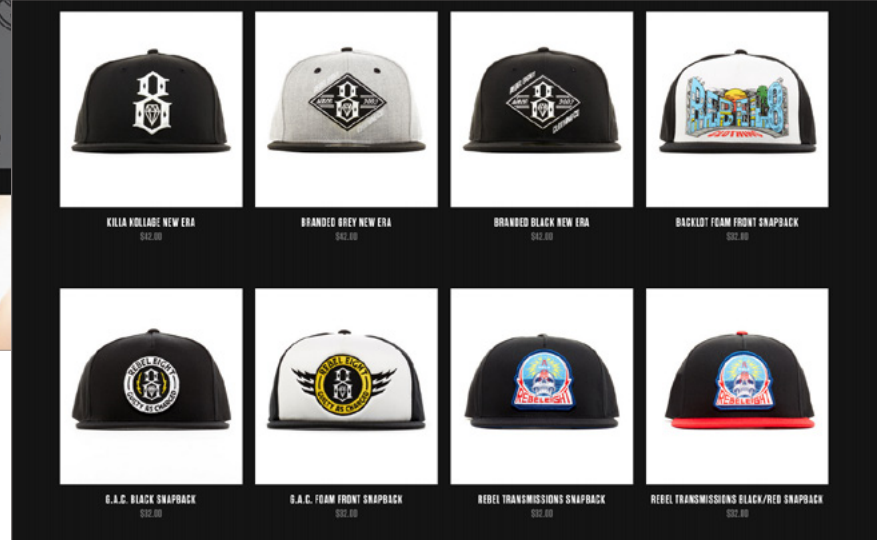
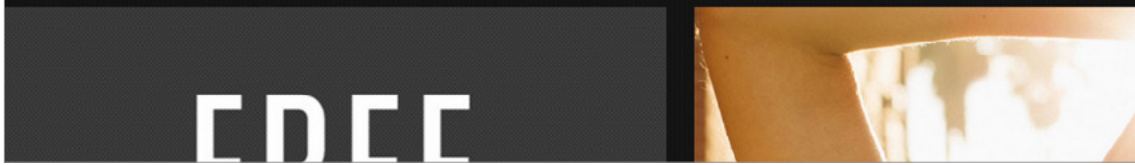
giacomorelli.com

The Giacomorelli homepage first captures your attention with its dramatic loading screen (left), and it then presents you with an extremely innovative user experience. Instead of clicking on nav items, you move your cursor around, causing different rectangles of content to dynamically shift in and out of focus.



GIANT FLASH TRAVEL SET

SHOP COLLECTION



REBEL8

rebel8.com

With its dark background and engaging product photos, this homepage definitely has a distinct personality. From a usability standpoint, the design shines because it surfaces all of REBEL8's products in an organized (and attractive) grid directly on the homepage. Everything is a scroll away, so you're not forced to click into endless collections and subpages.

THANKS FOR READING!

What did you think?

Click Here to Rate This Content
and Help Us Improve.

(It only takes 2 seconds!)

Need help building a website?

Click below to learn about HubSpot's Content Optimization System.



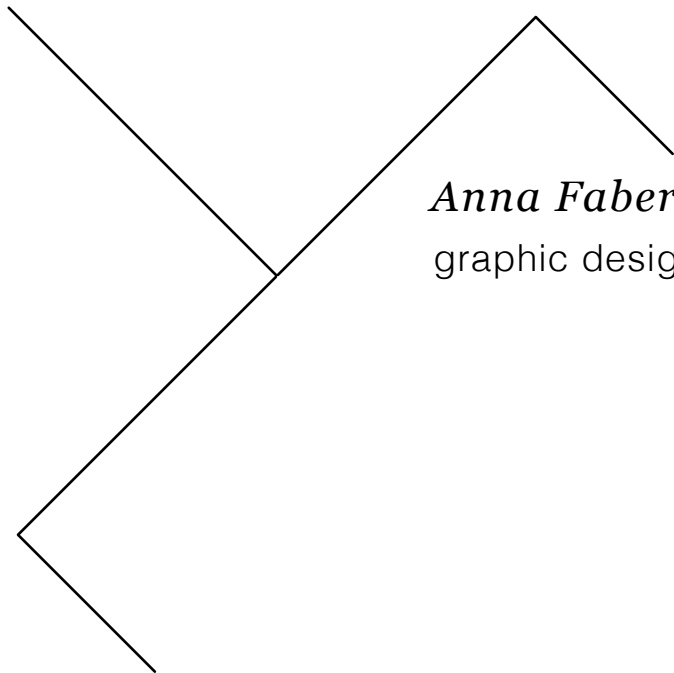
Need help re-designing your site?

Click below to download more free resources.



CREDITS

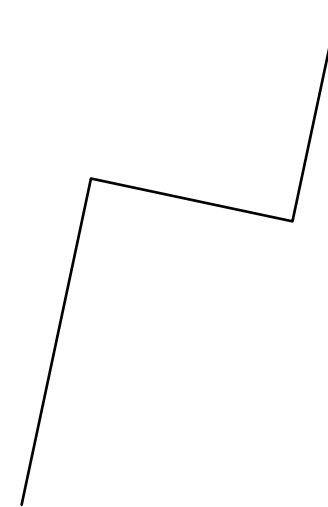
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