Your Shopify home page, top to bottom.

253 Media.

Build these 11 sections in this order. Notes on the back.

1 Announcement bar

2 LOGO Header — Cart

3

Hero

One headline. What you sell and why it's better.

Shop now

Real product photo here

4 Free shipping · 30-day returns · Secure checkout · 4.8★ rated

5 Shop by category

6 Best sellers

★★★★★ $29 · ★★★★★ $34 · ★★★★☆ $19 · ★★★★★ $42

7 Why us

8 Customer reviews

★★★★★ · ★★★★★ · ★★★★★

9 FAQ

How long is shipping? +

Can I return it? +

10 Email signup

Get 10% off

11 Footer

Shop · Shipping & returns · About · Contact · Instagram · TikTok

What goes in each section

253 Media.

1 Announcement bar
One line, one offer. Free shipping threshold or current promo.

2 Header
Logo, 4 - 6 menu links, search, cart. Everything else goes in the footer.

3 Hero
Your most important 5 seconds. Say what you sell, show the product, give one button.

4 Trust strip
3 - 4 short promises: shipping, returns, secure checkout, rating.

5 Shop by category
3 - 4 collection tiles with real photos. Skip it if you have under ~10 products.

6 Best sellers
4–8 products that already sell. Photo, name, price, stars.

7 Why us
3 specific benefits. "Made in small batches" beats "High quality."

8 Customer reviews
Real names, real words, photos if you have them. Three great ones is plenty.

9 FAQ
4 - 6 questions you actually get: shipping time, returns, sizing.

10 Email signup
Give a reason to join, like 10% off. "Subscribe to our newsletter" gets ignored.

11 Footer
Policies, contact, socials, About page link. The "nice to have" stuff lives here.

Cut these

"About us" sections
Nobody cares yet. Save it for the About page.

"Welcome to our store"
Say what you sell instead.

Three buttons in the hero
One main action per section.

Fake countdown timers
Customers can tell. It kills trust.

Too many apps and badges
Each one slows the page down.

Auto-rotating slideshows
Nobody waits for slide 3. Use one hero.

Pop-ups on page load
Wait 10+ seconds or until they scroll.

Instagram feed widgets
Slow, and they send people off your site.

Leftover theme demo content
Delete any section without real content.

Stock photos
Real phone shots of your product beat them.

Want a second set of eyes on your home page? 253media.com