UX Myths collects the most frequent user experience misconceptions and explains why they don't hold true. And you don't have to take our word for it, we'll show you a lot of research findings and articles by design and usability gurus.

THE HOMEPAGE IS YOUR MOST IMPORTANT PAGE

Usability experts, including Jakob Nielsen, have long argued that your homepage is the most valuable real estate of your website. As a result, lots of web designers and developers still spend most of their time on the design of the home page.

This, in fact, is no longer the case, as users’ browsing and searching behavior has significantly changed over time. Website statistics convincingly show that on many websites the homepage gets less and less share in pageviews.

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