

### 4.3.1. Example: homepage

Notice how Netherlands' employers' organisation VNO-NCW have dedicated most of its homepage to corona: [www.vno-ncw.nl](http://www.vno-ncw.nl).

The newsletter is meant to **draw people to the website**. Articles in the newsletter and posts on Facebook should function as teasers to make readers click on hyperlinks to your website. Therefore keep these articles as short as possible.

