

# Create the Best 404 Page

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1

**Company Logo**

2

**OOPS...**

**Looks like something went wrong.**  
We're working to fix it.

3

Try my search again... 



Back to the Homepage



Contact Us

## Considerations when constructing a 404 page:

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1

**It's a branding opportunity.**

Consistently apply your brand's tone and aesthetics to retain user interest.

2

**Use plain language.**

Consider using humor to be clever, but don't overdo it.

3

**Help users find what they were looking for.**

Clearly direct them back to the homepage, and consider adding a search bar.