

Website Layout and Content Guide

- 1. Headline** (Typically a tagline)
- 2. Subheadline** (Typically what do you do, for whom, in order for them to do what? How does it benefit them?)
- 3. Call-To-Action** (What is the primary ask on your home page? Lead magnet or Contact, book a call/appointment, etc.)
- 4. Your Logo and Clear Branding** (Canva is a great resource to begin getting branding ideas)
- 5. Images** (high resolution and better if there are of you in action or your product or service.)
- 6. Navigation Bar** (Primary pages typically Home, About, Services, Fees, Gallery, Blog, Shop, Contact Us)
- 7. Value/Trust Indicators** (testimonials, case studies, video reviews, logo affiliations or features in news, etc., client logos)
- 8. Benefits List** (why choose you, UVP, urgent, limited time/offer, what they miss for not signing up, or how you help them meet their need)
- 9. Lead magnet** (at the very least, a “subscriber to my list for more info ...“)
- 10. Pain point** (be sure to use wording you have heard from the client to touch the main challenges or pain points)

Examples:

Primary Content

1. Logo
2. Menu
3. Headline
4. Sub-Headline
5. Primary Call to Action
6. Header / Background Image

Secondary Content

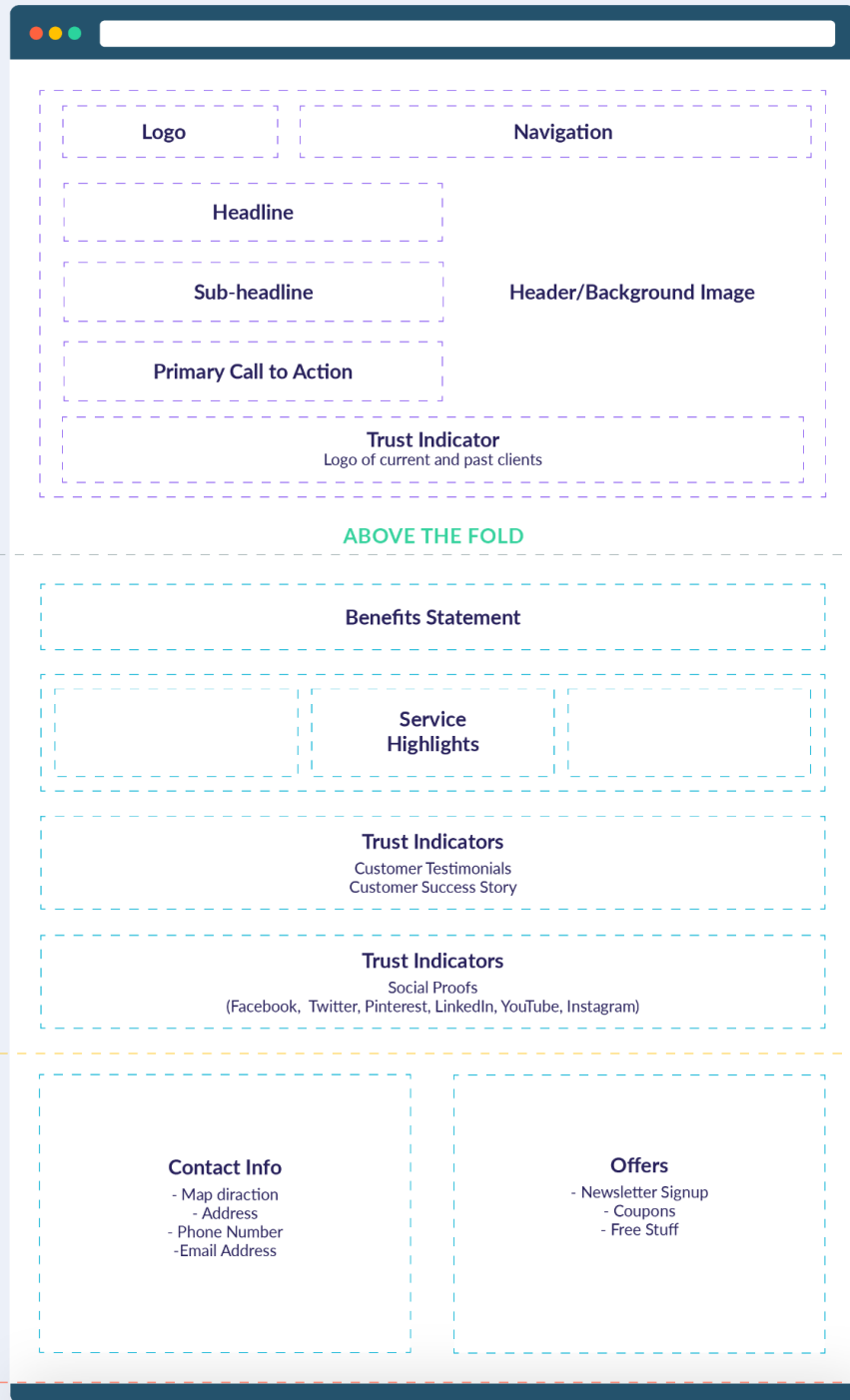
1. Benefits Statement
2. Portfolio & Service Highlights
3. Trust Indicators

Additional Content

Content that helps reinforce your company's messages and offers additional resources for visitors that can improve user experience.

Make sure to **ONLY** include relevant information. Too much content that doesn't help the visitors will create confusion and may drive them away!





Primary Content

1. Logo
2. Menu
3. Headline
4. Sub-Headline
5. Primary Call to Action
6. Trust Indicator
7. Header / Background Image

Secondary Content

1. Benefits Statement
2. Portfolio & Service Highlights
3. Trust Indicators

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Logo

Navigation

Headline

Sub-headline

Primary Call to Action

Header/Background Image

Trust Indicator

Logo of current and past clients

ABOVE THE FOLD

Benefits Statement

Service Highlights

Trust Indicators

Customer Testimonials
Customer Success Story

Trust Indicators

Social Proofs
(Facebook, Twitter, Pinterest, LinkedIn, YouTube, Instagram)

Contact Info

- Map direction
- Address
- Phone Number
- Email Address

Offers

- Newsletter Signup
- Coupons
- Free Stuff



Primary Content

1. Logo
2. Menu
3. Headline
4. Sub-Headline
5. Primary Call to Action
6. Header / Background Image

Secondary Content

1. Benefits List
2. Features Highlights
3. Trust Indicators

Additional Content

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