

WEBSITE IN WEEKEND CHALLENGE



DAY 2 - DESIGN

The 3-day Masterclass to DIY Website with WordPress

WEBSITE CONTENT

Time to plan the content of your website.

HOME PAGE

It's possible that most of the homepage will be made up of "feeds" pulling the latest post from your blog. However, if you decide to create a static homepage, you'll need copy for call to actions and all other sections of your page.

Banner with Call to Action (leads to email sign ups), As Seen On, Service Offering, Portfolio Text, 3 blog posts (best, popular or latest), Social Media Feed, Call to action bar (leads to landing page)

Use the space below to **create your own copy**:

RECOMMENDED VISUALS

- Banner / Hero Image
- Illustrations / Graphics / Backgrounds
- Headshot / Photos
- Logos for "as sees on" Section

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ABOUT PAGE

This is the place for your to shine! When writing the copy for your About Page, introduce yourself to your dream client in a very authentic way while sharing you mission / beliefs with them.

Make sure to back all your "*claim to fame*" with experience and ensure your audience that they are in the right place. And most important, this is the time to show off your personality to create a connection.

Use the space below to get started **talking all about you**:

RECOMMENDED VISUALS

- Headshot / Photos of You
- Photos of Favorite Things

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SERVICE PAGE

When designing the Services page, it's wise to break up into different sections highlighting your offers and how people can work with you, and from there link out to sub-pages with in-depth explanation what your offers are all about and how people can sign up / buy / book appointment with you, etc.

Use the space below to **outline your services / offers** for you page and remember to make it appealing to your ideal client & market.

RECOMMENDED VISUALS

- Custom Icons Designed for each Service or Section
- Banners, Hero Images & Other Graphics as Needed

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CONTACT PAGE

For this page, you can keep it simple, friendly copy sharing the best way to contact you. Since chances are high you will be using some type of WordPress plugin, please remember to see what information is already shared by the plugin you select to avoid duplicate content.

Use the space below for notes about plugins & **contact form outlines**:

RECOMMENDED VISUALS

- Images / Icons / Social Media Buttons

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FREEBIE / LANDING PAGE

A landing page is a standalone web page, created specifically to drive traffic to a destination. It's where a visitor "lands" when they've clicked on an ad or similar. The main objective of a landing page is conversion (*purchase, email sign-up, freebie download, etc.*) When writing your **copy** **include a strong sales pitch** to turn your visitors into customers.

Also, keep in mind that "*less is more*" and only links to sing-up / buy your offer should be included to avoid distraction.

RECOMMENDED VISUALS

- Product Images
- Graphics / Icons / Banners
- Related Photos

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BLOG / ONLINE SHOP

This page will be a feed for your post or products so **no copy required!**

But keep in mind, various themes come with customizable layouts that may allow some levels to make changes. Best is to check theme details before installation.

I would suggest to use this space to list **keywords related to your niche.**

RECOMMENDED VISUALS

- Images / Graphics / Icons (*if your theme allows adjustments*)

WEBSITE CONTENT

Explore the journey from web visitor to ideal client.

CALL TO ACTION (CTA)

Brainstorm different ways you will guide your web visitors to complete a task that will bring them closer to becoming your client.

Use space below to make **notes or sketch layout** for your website's CTA.

WEBSITE CONTENT

It's best to let others speak on your behalf.

TESTIMONIALS

Already have clients you have previously worked with you would be willing to "*stand up*" for you? Don't be shy ask them **feedback to include on your website**. No clients yet? No problem you can always add it later.

Use space below to list all dream clients you want to reach out to.

SPACE FOR NOTES

But before we part ways ...

Hello My Friend,

I'm **AnitaM**, and I help solopreneurs, digital nomads and trailing spouses create their web presence and turn their passion into profit by launching their own online business and course in no time with my **#Layout2Launch** formula.

WHAT'S NEXT?

You will receive your second lesson & workbook tomorrow.



Chat soon,

AnitaM ❤️

Want to connect with me?

WEB | EMAIL | FB | IG | PIN

ANITAM.COM