

# WEBSITE DESIGN:

## Home Page:

*The businesses home page should effectively communicate the brand's purpose and mission to visitors while encouraging them to explore further.*

### **The Hero Section**

Should contain a solid brand color background with an image of the product, graphic of the service, or a CTA form.

Alternatively use a high-quality image that visually represents the brand and captures visitors' attention.

A clear and concise headline should describe the brand desired outcome.

Below the headline is a short tagline that reinforces that statement with a call to action.

Below that should be a clear button or text link leading the brand visitors to that action.

### **The Value Proposition Section**

This section briefly introduces the brand and the brand services or products.

Ensure you clearly communicate the brand's mission, beliefs, and core values.

### **About Us Section**

This section provides a glimpse into the brand.

Include a photo or graphic that best showcases who you are and what you do.

Include a brief company headline and bio.

### **Features, Benefits, Process, Bullet Section**

Create a series of frames or a list of bullet points that break down how the brand helps its clients in the form of a process outline or list of benefits someone gets when working with the brand.

### **Interactive Element & CTA Section**

A secondary call-to-action encourages visitors to take specific steps, such as signing up for the brand newsletter or exploring the brand services.

It helps to have an interactive element to keep people on the brand home page longer.

### **Testimonial Storm**

In this section, include testimonials or social proof demonstrating the brand's positive impact on others.

### **Recent Content Section:**

If the site has a blog this section is where you will include the most recent posts in the form of a revolving carousel.

This section can also be a product carousel.

## **About Us Page:**

*This page provides an overview of the brand's mission, values, history, and information about the founder or team behind the brand.*

### **Company Overview:**

A brief statement that explains who the brand is, what the brand does, and what sets the brand apart from competitors.

### **Mission and Values:**

Create icons and clearly state the brand mission statement and core values to showcase the brand's purpose and vision in separate columns and rows.

### **Team:**

In multiple columns introduce the brand team members, their roles, and their backgrounds to help visitors connect with the brand on a personal level.

### **History (Optional):**

Share the brand company's history, milestones, and achievements to give visitors a sense of the brand's journey and growth.

## **Blog Page:**

*If you have a podcast, consider creating a separate page where visitors can listen to or download episodes, view show notes, and subscribe.*

### **Article Grid/List:**

A grid or list of all the brand articles with a brief description of each one, including the title, date of release, duration, and thumbnail.

**Subscription:** Provide a way for users to subscribe to the brand content to keep them coming back.

## **Contact Us Page:**

*Make it easy for visitors to get in touch with you by creating a contact page that includes a contact form or the brand email address and social media profiles.*

### **The brands contact information:**

Be sure to include the brand email address, phone number, and physical address if there is one.

### **Contact form:**

This is a simple and effective way for visitors to reach out to you without having to open their email.

### **FAQ section:**

Add a flip card or accordion style FAQ section on the brand Contact Us page to address common questions or concerns visitors may have.