

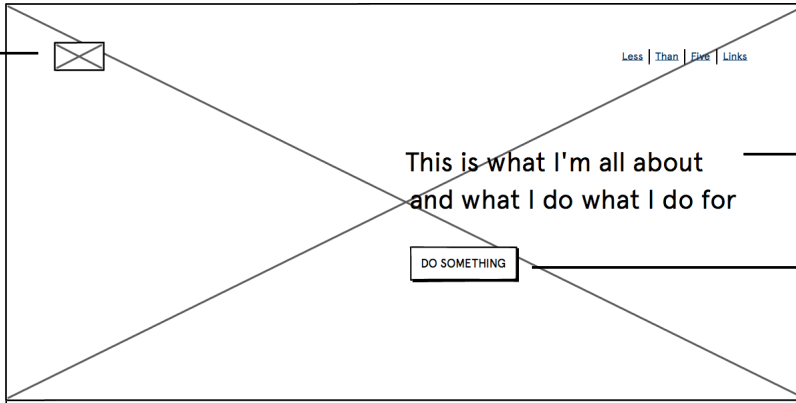
The background of the entire page is decorated with numerous black, hand-painted brush strokes of varying lengths and orientations, creating a textured, artistic effect.

Perfect Homepage Cheatsheet

**weeknight
website**

Maker or Personal Brand Site

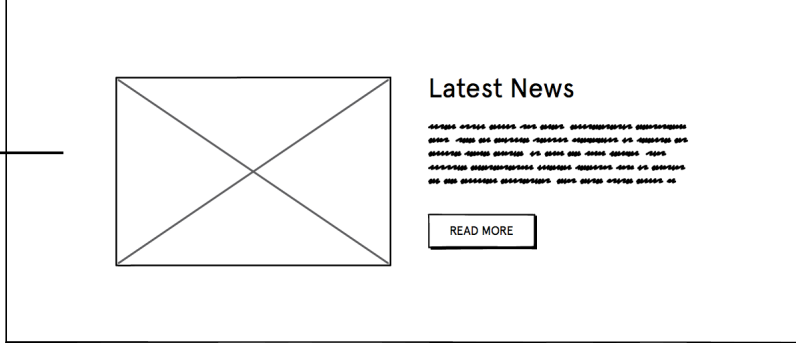
Believe it or not, your logo is the least important thing on your website. Don't fret this too much.



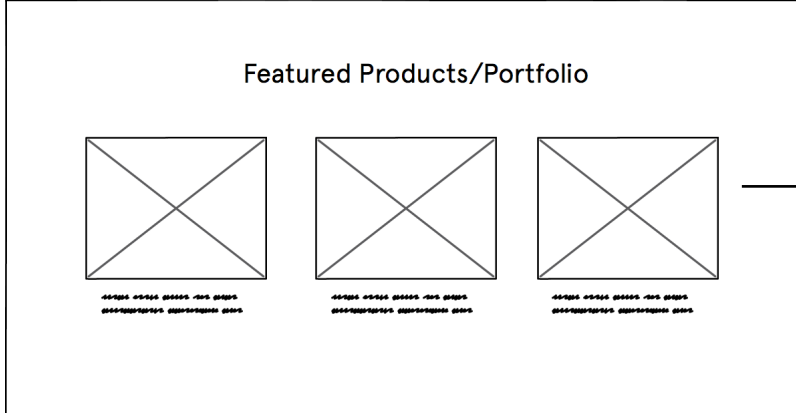
Your mission statement: I do [this] for [these people] that aim to [bigger vision].

Main call to action. #1 thing you want the user to do!

Value driven content: Your blog, videos, etc. Anything that adds value to the user vs. only being promotional.

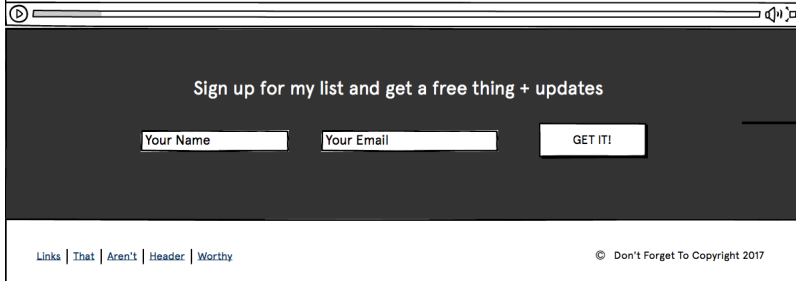
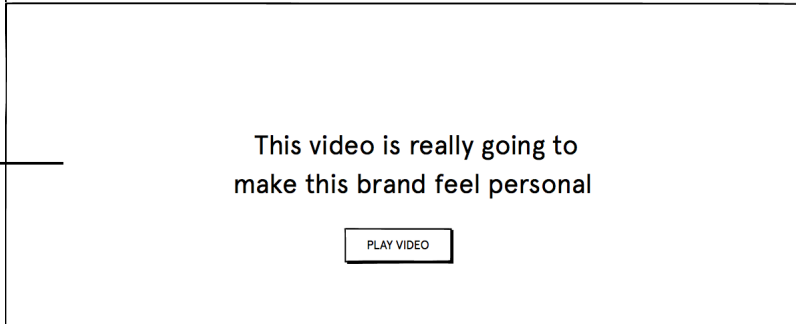


Featured Products/Portfolio



Show off a little here. Feature products, your work, or ways people can connect with you here. TIP #1: You don't need to only have 3 blocks, but keep your content to rows of three or less so the user doesn't get overwhelmed. TIP #2: Make sure these images are linked.

This could be an image of you, your work, or bonus points if it's a brand video. Use this final section to make people feel connected to you and your mission.



Capture emails to make visitors into loyal fans and remind them you're around. It might take a few visits or a sale to secure a visitor into a buyer.

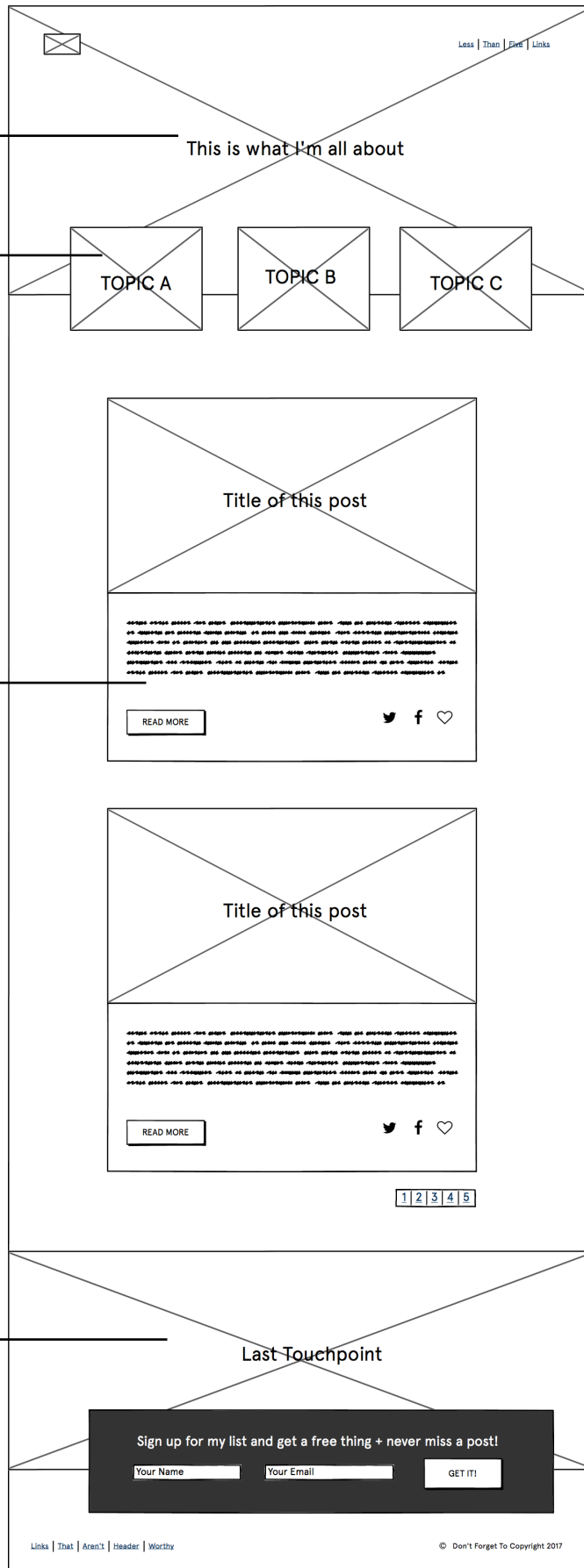
Blog Site

Tell the visitor what they can find here + related image background.

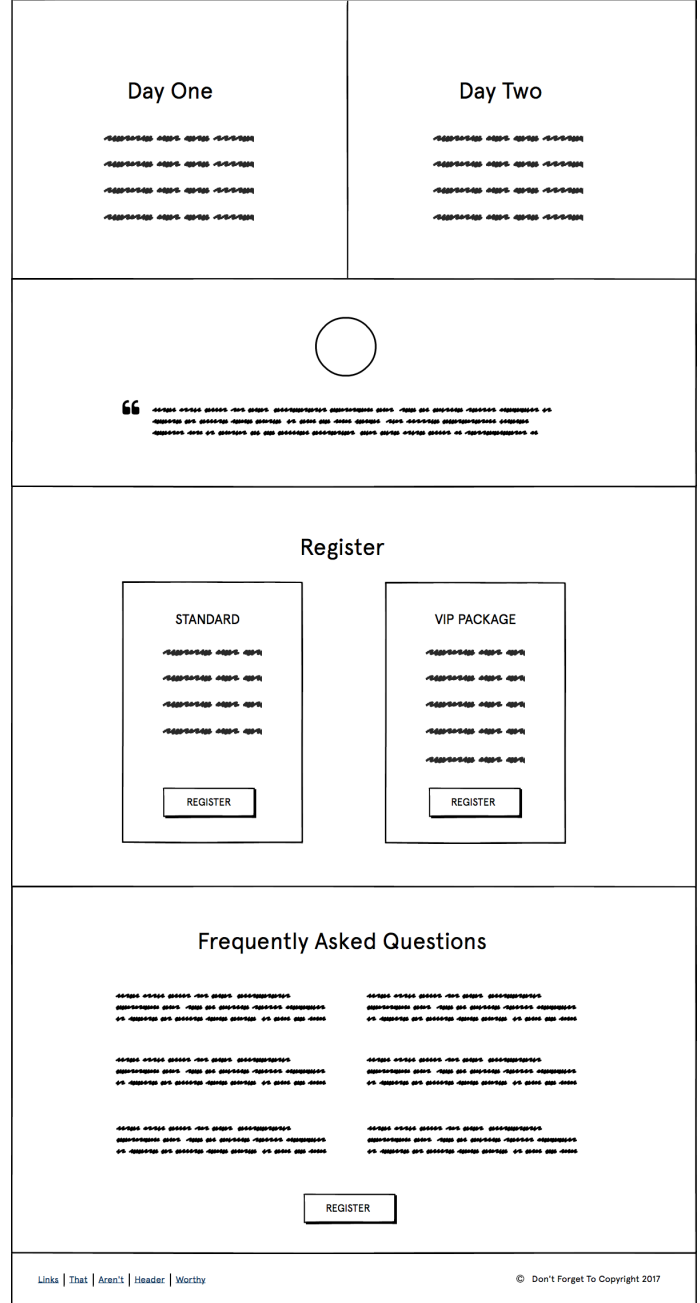
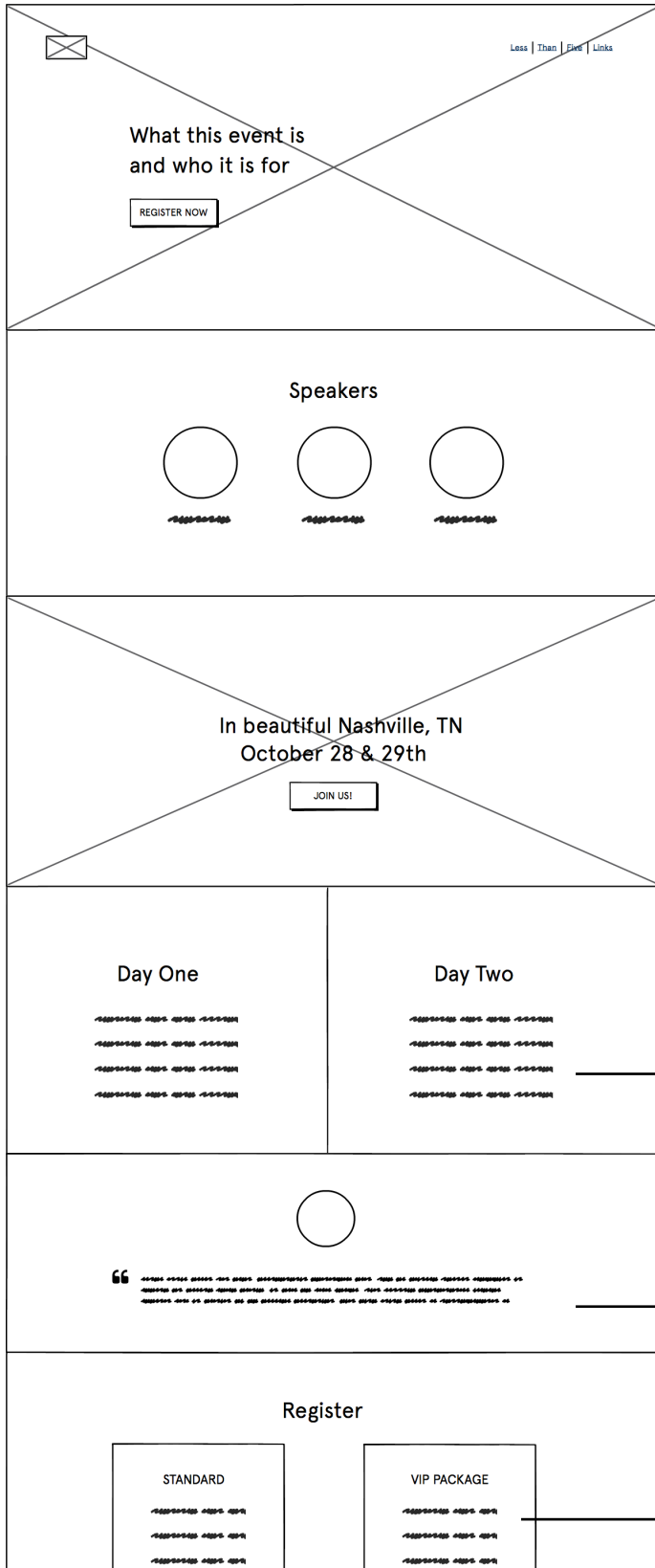
Blog categories you are most known for

A couple of blog entries: Featured Image, Title of post, excerpt or whole post, more link, share links. Date and author optional.

A final banner image to seal the deal, and motivate to join your list below.



Conference/Event Site



Main highlights of each day or outline of schedule. Show the value of the event here.

Testimonials from past attendees or feedback from excited registrants. Show attendees the connections/benefits they get out of the event through testimonials.

Side-by-side tiered pricing options to easily upsell more premium registration offering (or early-bird VS regular price.)

Artist/Musician Site

The wireframe shows a vertical layout with the following sections from top to bottom:

- LATEST RELEASE:** A placeholder box for an image, followed by the text "LATEST RELEASE" and a "PLAY VIDEO" button. Below this is a navigation link: "Less | Than | Five | Links".
- TOUR DATES:** A section with a grid of placeholder text for tour dates and a "GET TICKETS" button.
- LISTEN:** A section with a "LISTEN" header, placeholder text, and a vertical list of five audio player controls.
- LATEST NEWS:** A section with a placeholder box for an image, the text "LATEST NEWS", placeholder text for news, and a "READ MORE" button.
- NEW MERCH:** A section with a "NEW MERCH" header, placeholder text, and a "SHOP NOW" button.
- Footer:** A dark grey bar with the text "GET EXCLUSIVE RELEASES AND 20% OFF MERCH", input fields for "Your Name" and "Your Email", and a "GET IT!" button. Below the footer is a small copyright notice: "© Don't Forget To Copyright 2017".

Highlight most recent release, promotion or video. Whatever you want fans to see first.

TIP: Nothing going on? Make this an image of your band + descriptive text of the world your music invites them into.

Can replace with Online Events, or general Performance Dates.

Invite to streaming or use this section to point to social media/any media they can interact with and hear your music.

Latest update, news, or inspirational post for fans.

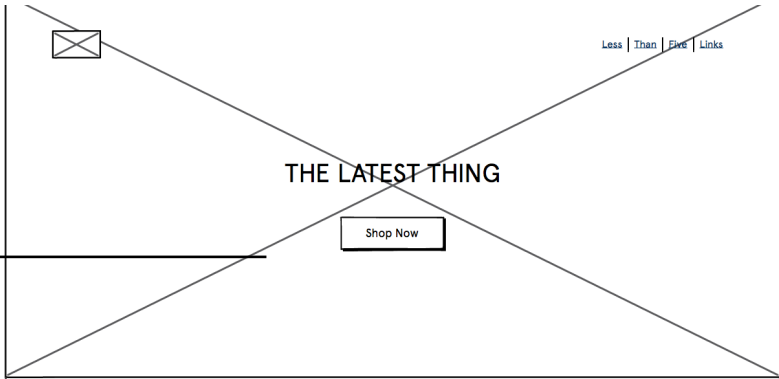
Point to online store or images of gear they can buy at your next show.

Be sure to build your email list to keep fans connected to you.

Online Store

Highlight most recent collection or new product.

TIP: High-quality, fullscreen image with inviting copy is best here.



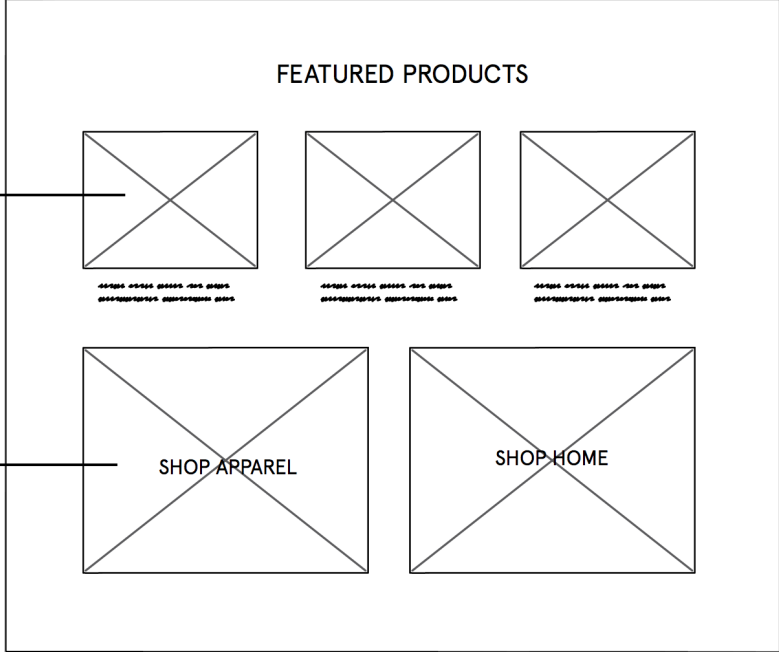
Less | Than | Five | Links

THE LATEST THING

Shop Now

Feature 3-6 products

FEATURED PRODUCTS



Feature 2-4 collections

SHOP APPAREL

SHOP HOME

People don't just buy products, they buy stories. Share a bit of your story or the mission behind your brand that consumers will be proud to play a part in.



Our store is cool but our story makes it special

Optional other product highlight to make the page feel balanced and sexy.

ANOTHER FEATURED THING

Shop Now

Make sure to capture emails to let customers know about upcoming promotions. Email marketing converts very well.

Sign up for 10% off!

Your Name Your Email GET IT!

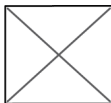
Service Based Business Website

This is what we do & who we do it for

BOOK NOW

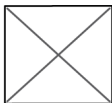
Immediately tell the user what you do and invite them to book.

OUR PROCESS



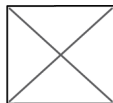
Step One

Placeholder text for Step One description.



Step Two

Placeholder text for Step Two description.



Step Three

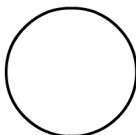
Placeholder text for Step Three description.

Selling people on your process makes people feel more secure in buying from you, and more likely to trust you as the professional throughout your interaction.

This video is really going to make this brand feel personal

PLAY VIDEO

Anything you can do to reinforce trust with a service-based business is key. Videos are one of the most trust-building assets you can place on your website.



Placeholder text for large testimonial.



Placeholder text for small testimonial 1.



Placeholder text for small testimonial 2.

Testimonials are especially important on service-based business websites.

TIP: Create a questionnaire or offer some incentives for prior customers to fill these out so you can get these.

The best service

Placeholder text for final statement.

Book Now

Final statement and area to reinforce the sale. Be sure to invite the user to "Book Now."

TIP: Include info about trials, refunds or "Money-back Guarantees" etc. here.

Get 20% off your first visit. Enter your email below!

Single Product Sales Page

The wireframe shows a single product sales page layout. It starts with a header area containing a logo placeholder, navigation links, and a main headline: "The thing you've been looking for to solve this problem" with a "DO SOMETHING" button. Below this is a "Features" section with two columns of text and a "BUY IT NOW" button. The next section is a testimonial area with a quote icon and a circular image placeholder. This is followed by an "Included" section with five items, each represented by an icon and the text "This Thing", and a "BUY IT NOW" button. The final section is a closing statement: "The things is cool but our story makes it special" with a paragraph of placeholder text.

This wireframe is identical to the one on the left but includes annotations. At the top, there are two "This Thing" labels with arrows pointing to the product image area. A "BUY IT NOW" button is positioned below them. The main headline and "DO SOMETHING" button are present. The "Features" section is also present. The testimonial area is annotated with a line pointing to the quote text, accompanied by the text: "Testimonials placed prominently and sprinkled throughout the page reinforce the sale." Another line points to the testimonial area with the text: "TIP: The higher-priced the product, the longer the page". The "Included" section is annotated with a line pointing to the "BUY IT NOW" button, with the text: "TIP: Invite user to buy as often as possible on a sales page!". The closing statement and "BUY NOW" button are also present. At the bottom, there is a dark grey section with the text "Want 20% off? Enter your email below!" and three input fields labeled "Your Name", "Your Email", and "GET IT!". A footer contains navigation links and a copyright notice: "© Don't Forget To Copyright 2017".

Testimonials placed prominently and sprinkled throughout the page reinforce the sale.

TIP: The higher-priced the product, the longer the page

Breaking down the components of your product with icons shows the user a visual representation of its value.

TIP: Invite user to buy as often as possible on a sales page!

Don't be shy about sharing your story. Why did you create this product? How has this helped someone specific?