

# **Perfect Homepage Cheatsheet**

From your friends at  
**weeknight  
website**

# Maker or Personal Brand Site

Believe it or not, your logo is the least important thing on your website. It doesn't need to be huge!

Less | Than | Five | Links

This is what I'm all about  
and what I do what I do for

DO SOMETHING

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.

Latest News

READ MORE

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.

## Featured Products/Portfolio

READ MORE

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.

This video is really going to  
make this brand feel personal

PLAY VIDEO

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.

Sign up for my list and get a free thing + updates

Your Name Your Email GET IT!

Links | That | Aren't | Header | Worthy © Don't Forget To Copyright 2017

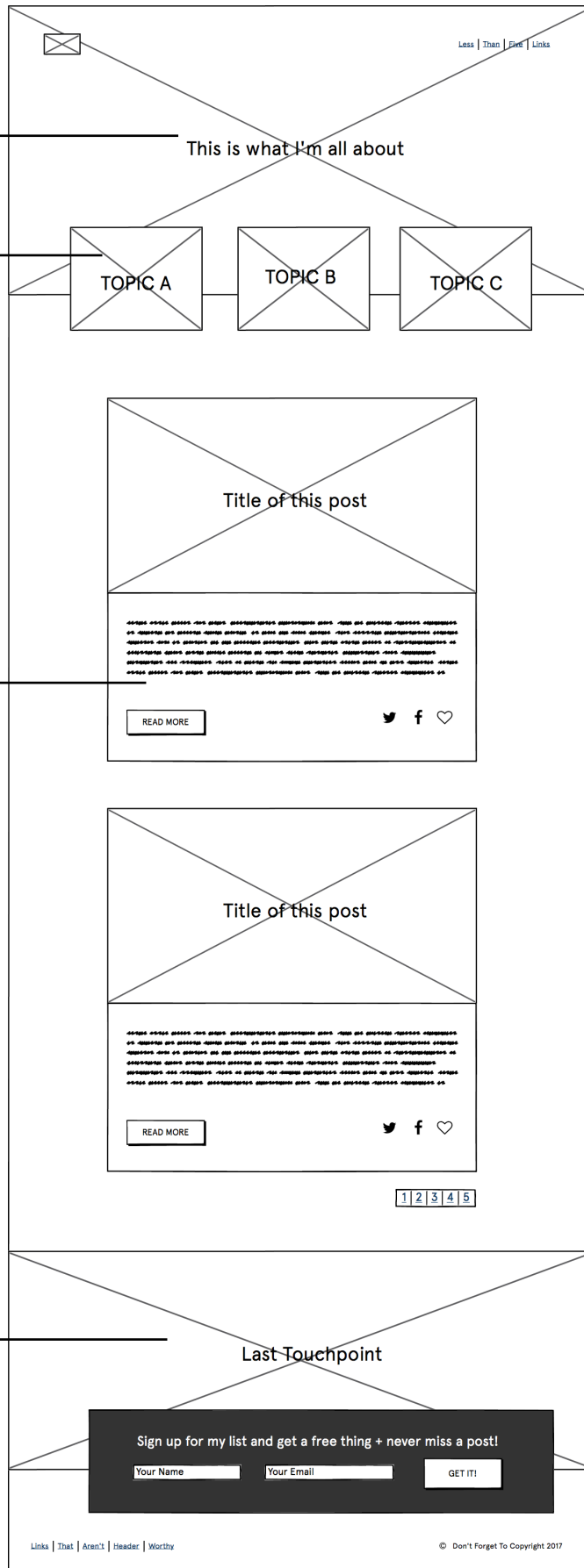
# Blog Site

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

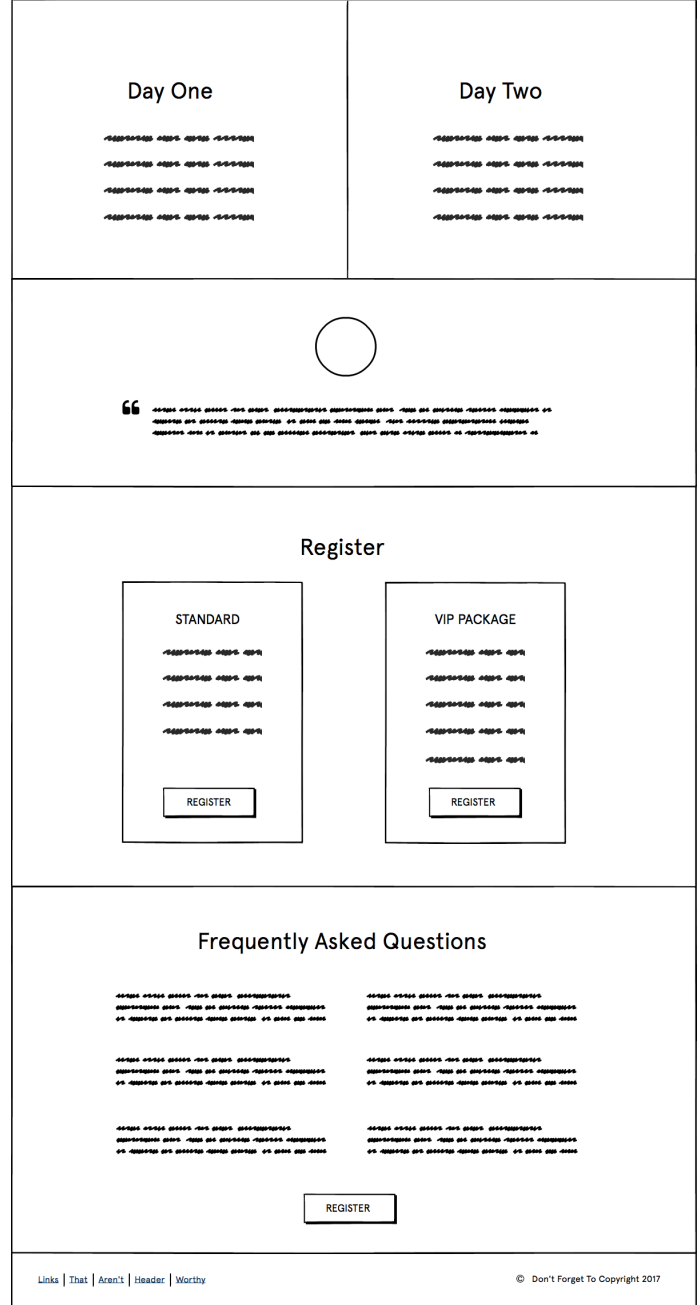
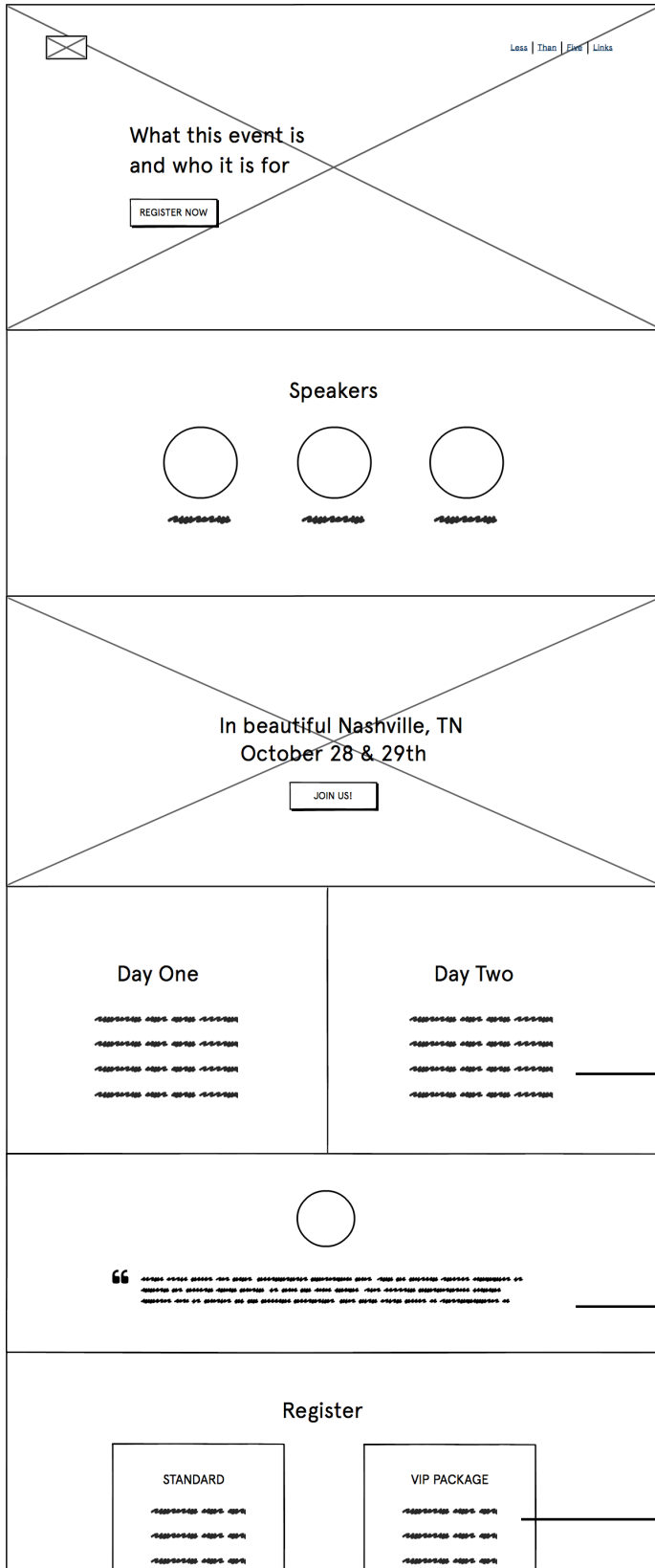
Blog categories you are most known for

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 for an image, followed by the text "LATEST RELEASE" and a "PLAY VIDEO" button. Below this is a navigation bar with "Less | Than | Five | Links".
- TOUR DATES:** A section with a grid of placeholder text and a "GET TICKETS" button.
- LISTEN:** A section with placeholder text and a vertical list of five audio player controls.
- LATEST NEWS:** A section with a placeholder image, placeholder text, and a "READ MORE" button.
- NEW MERCH:** A section with placeholder text and a "SHOP NOW" button.
- Footer:** A dark 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 navigation bar with "Links | That | Aren't | Header | Worthy" and a 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.

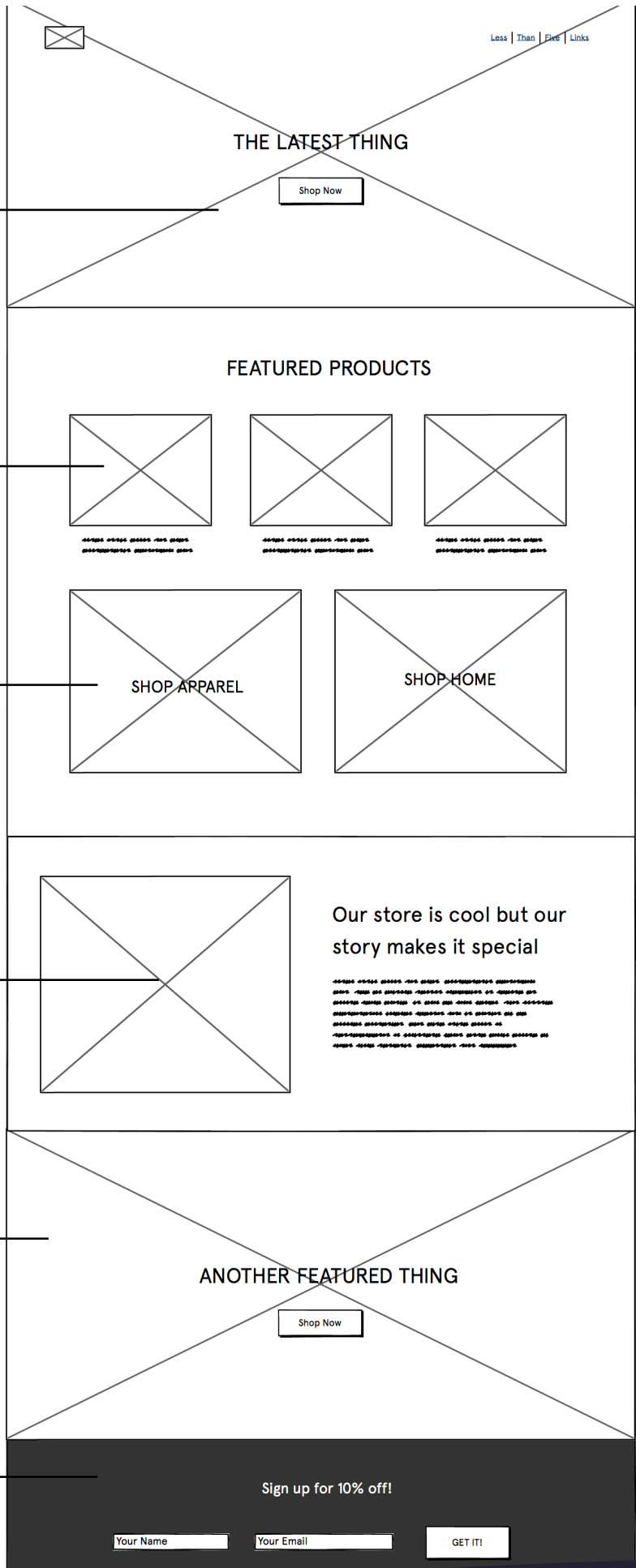
Feature 3-6 products

Feature 2-4 collections

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.

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

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



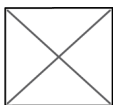
This is what we do & who we do it for

BOOK NOW

# Service Based Business Website

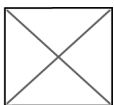
Immediately tell the user what you do and invite them to book.

## OUR PROCESS



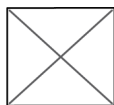
Step One

Placeholder text for Step One description



Step Two

Placeholder text for Step Two description



Step Three

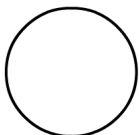
Placeholder text for Step Three description

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 a testimonial



Placeholder text for a testimonial



Placeholder text for a testimonial

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 a 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 containing a logo, navigation links, and a 'BUY IT NOW' button. The main content area is divided into several sections: a hero section with a headline and a 'DO SOMETHING' button; a 'Features' section with two columns of text and a 'BUY IT NOW' button; a 'Testimonials' section with a quote and a 'BUY IT NOW' button; an 'Included' section with five icons and a 'BUY IT NOW' button; and a footer with a headline, a quote, and a 'BUY IT NOW' button. The page is annotated with lines pointing to various elements and text boxes providing tips and explanations.

This wireframe shows a single product sales page layout with annotations. The header includes two 'This Thing' labels and a 'BUY IT NOW' button. The main content area is divided into several sections: a hero section with a headline and a 'DO SOMETHING' button; a 'Features' section with two columns of text and a 'BUY IT NOW' button; a 'Testimonials' section with a quote and a 'BUY IT NOW' button; an 'Included' section with five icons and a 'BUY IT NOW' button; and a footer with a headline, a quote, and a 'BUY IT NOW' button. The page is annotated with lines pointing to various elements and text boxes providing tips and explanations.

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?