

1. **Logo / Business Name:** Needs to be clear and readable from far

2. **Menu / Navigation:** Keep only the most important links here

3. **CTA:** The right top corner of your page is the most interactive part of any page

4. **Contact info:** Many users do not scroll, so make sure this is above the fold.

5. **Main Value Proposition:** Clear message that will persuade someone to continue scrolling

6. **Call to actions:** If they did not need to scroll, what would you invite them to do next

7. **Client's Logos:** Let them know others trust your products

8. **Dive into your product / Service**

9. **Give them the main feature that makes you different:** What is the most important problem your product or service solves

10. **Show case this feature at work:** Let them see how this feature works with images or videos

Include at least 3 main features in a value based manner. The most important or most valuable feature at the top.

If you have yet figured this out, you can use a tool like the 'Business Model Canvas' to help you identify your core value proposition.

11. **Let them see it at work:** Showcase previous case studies (only the most powerful ones and include at least 3)

12. **Include client's names:** Names make people feel a relation between your products and the business / person you are talking about.

13. **The results and reason for your product:** Tell them all your product was able to achieve

14. **Use real life images of the client interacting with your product**

15. **Send them to a full case study page for this specific client:** This is a great way to generate leads

16. **Let them know what others are saying about your product once again:** Others want to feel the same way this person or company felt when they got the results they wanted from your products and services. Show case at least 3 testimonials and have a page ready with at least 30+ testimonials

17. **Educate your customers:** Use this section to share blog posts about your business, products and a way to educate your customers. Make sure that you are answering all their questions and concerns

If you keep your blog post between 750 to 2000 words, it will not only make you look like an expert in your field, but will rank your website high on Google

Make catchy posts introductions that will make people want to read more

17. **If they reached this far, they want something:** Tell them about a product or service you are giving away for FREE. Furthermore, make this seem limited by using time or amount of available spaces. In return for the FREE value you are providing, you can ask them for their email address.

18. **Showcase an image or video of what you are giving away for free:** Videos work better than images.

19. **Tell them what it is and why they need it right away**

20. **Get their contact information, but make sure to let them know you will not share it**

21. **Your website's footer:** Make sure to add a 'Go back to the top icon.' People do not like to scroll back up manually..

22. **First Footer Navigation:** Use links for the basic pages

23. **Second Footer Navigation:** Use links about your products and lead generation links like trials and freebies

24. **Third Footer Navigation:** Use this to educate your clients

25. **Let them know you are social and they can contact you.**

LogicConsultant

+1 800 0000 0000 INFO@YOURURL.COM

HOME ABOUT PRODUCT SERVICE CONTACT

FREE MEETING

This is your main value proposition. Everything your customers need to know about you without having to scroll down.

FREE MEETING

Above the fold

What is your product or service, what it does and how it works?

First feature of your product

Second feature of your product

Last most important features

Real life examples of your product being used or at work.

Client's Name

Client's Name

Client's Name

Read More

Let them know that people trust your product / business

Client's Name

Client's Name

Educate them / share news with your audience

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Give them something of value in return for their information

Name

Email

Submit

Let them know you will not share this with any one else

Menu Navigation 1

Menu Navigation 2

Menu Navigation 3

Contact information

Your Address

Phone Number

Email

PIRELA CONSULTANCY

I am a Freelancer Website and User Experience, Designer. I believe in being open and collaborative while working towards using my website design strategies to help you create seamless and consistent online experiences that can help you develop a better connection with your customers.

For the last 7 years, I have built a dynamic toolkit and processes that allow me to solve real business problems in the most powerful ways. I love challenges and I am always looking to learn and adapt myself in order to ensure your brand and business are always getting the highest value possible.

HELLO@PIRELA CONSULTANCY



Sketch Wireframing Kit – v1.2 – Forms

This is a collection of symbols for quickly mocking up web applications, created by your friends at Bohemian Coding and released under the MIT license.

Form Elements

Text area content

Input value

Placeholder

Select Option

- Radio Label
- Radio Label
- Radio Label

- Checkbox Label
- Checkbox Label
- Checkbox Label

OK

Cancel

Form Elements (Disabled)

Text area content (Disabled)

Input value (Disabled)

Input value (Disabled)

Select Option

- Radio Label
- Radio Label
- Radio Label

- Checkbox Label
- Checkbox Label
- Checkbox Label

Button Label

Cancel

Form Elements with Focus

Text area content

Input Value

Validation Errors

Text area content

Input Value

Sketch Wireframing Kit – v1.2 – Typography

This is a collection of symbols for quickly mocking up web applications, created by your friends at Bohemian Coding and released under the MIT license.

h1 – This is a main title

h2 – This is a subtitle

h3 – This is a section title

h4 – This is a section subtitle

This an introduction text. It has a fixed size, and a custom line height, so you can experiment with it. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras dapibus vulputate diam eu pretium.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras dapibus vulputate diam eu pretium. Mauris elit orci, ultricies id fermentum vel, porta et eros. Vestibulum condimentum lectus in convallis feugiat. Sed vulputate fringilla felis. Aliquam ut arcu et dui feugiat scelerisque eu quis diam. Mauris placerat congue dui sit amet blandit. Phasellus condimentum libero vel velit auctor, sit amet tincidunt velit varius.

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Typography is the craft of endowing human language with a durable visual form.

— Robert Bringhurst

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