

bay mare
design



The Website Content Planner

WWW.BAYMAREDESIGN.COM

TIME TO GET YOUR WEBSITE CONTENT TOGETHER

The content you add to your website is just as important as the design. Remember as you plan, write in your brand voice - and speak directly to your dream client!

A COUPLE OF TIPS...

Remember the 4 C's: Clear, Concise, Compelling, and Credible.

Keep your writing easy to understand and to the point.

Speak directly to their resistance:

“I don't have time...”

“I don't have the funds...”

“I need to think about it longer...”

“My horse doesn't really need that...”

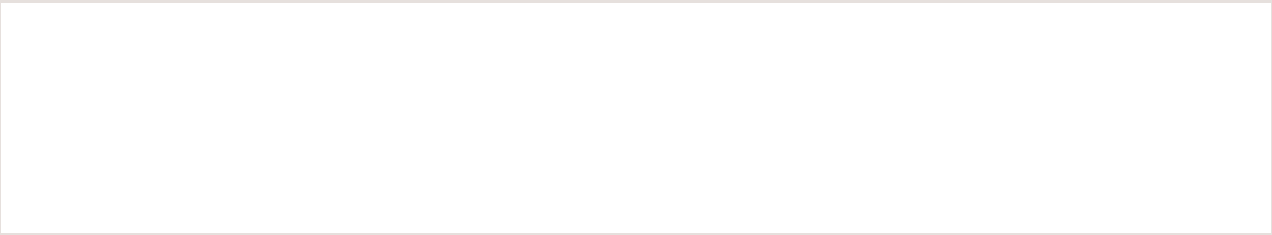
If you can solve at least one of these objections while you write, that's wonderful! If you can solve all of them, that's amazing

NAVIGATION AND LINKS

WEBSITE PAGES



TOP MENU



BOTTOM MENU



SOCIAL MEDIA LINKS



PRIVACY POLICY & TERMS

EMAIL OPTIN INFO

EMAIL PLATFORM

API KEY

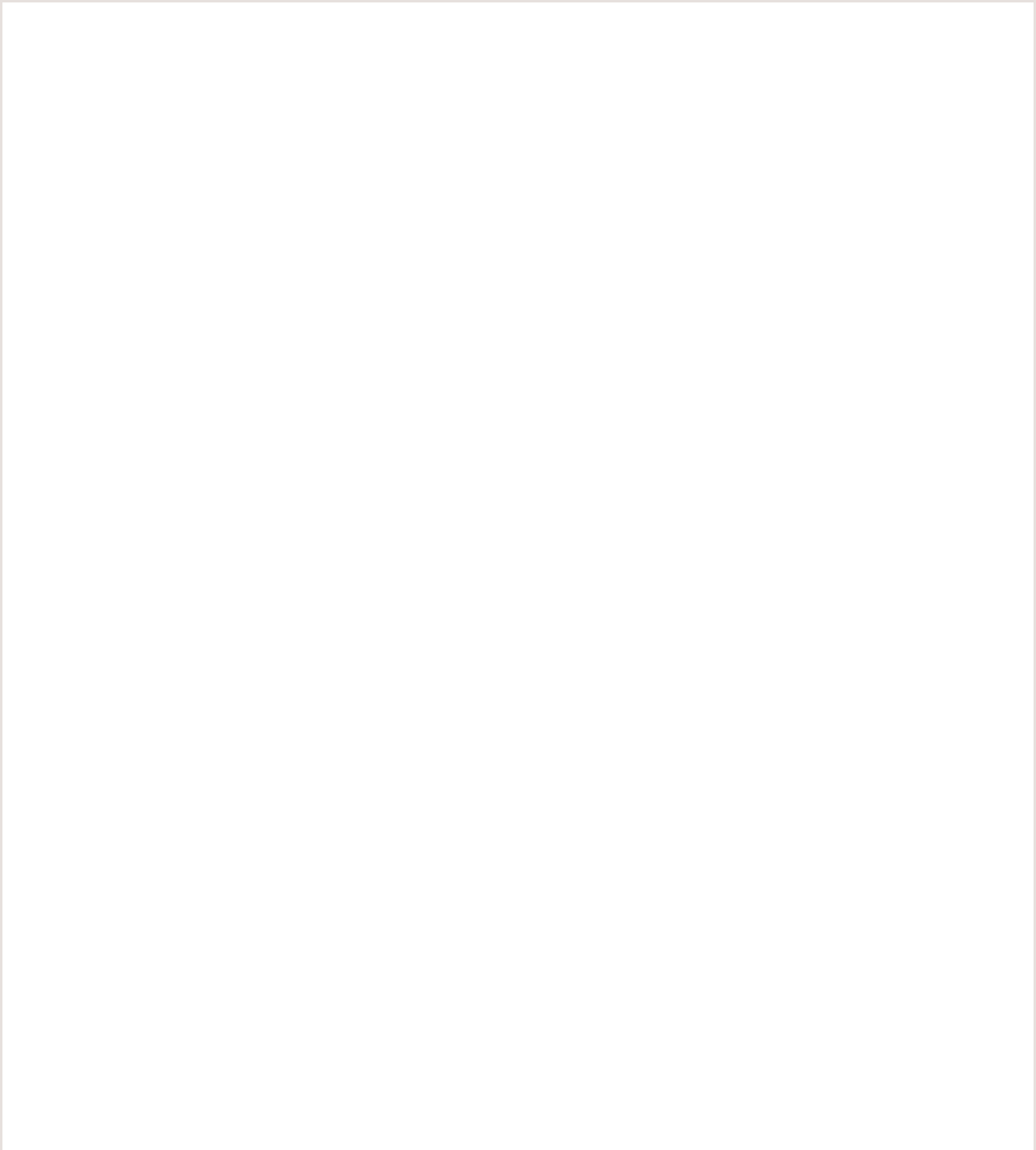
EMAIL LIST

ADDITIONAL INFO

HOMEPAGE

Remember that you have approximately 5 seconds to capture your website viewer's attention!

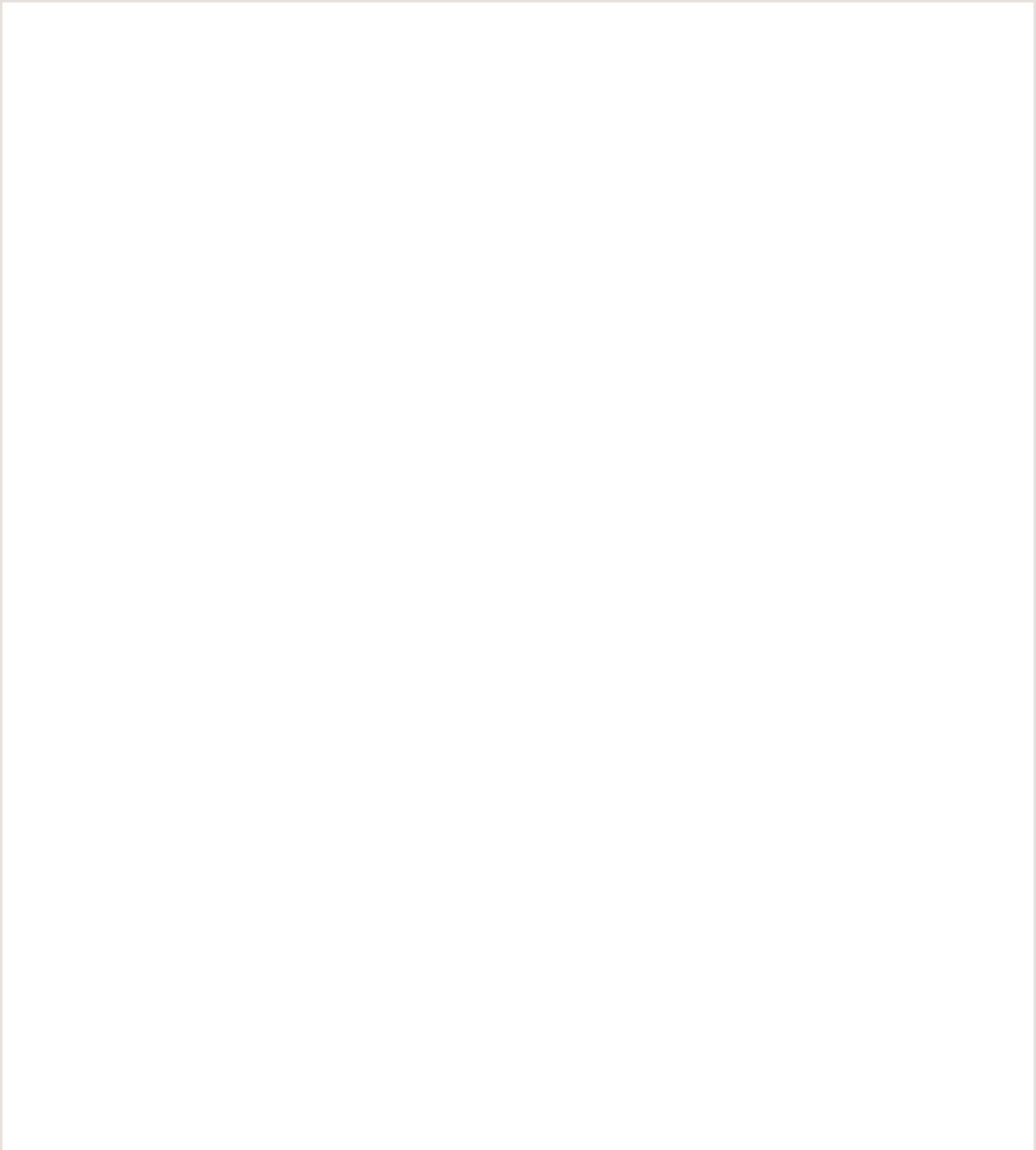
OUTLINE SECTIONS, HEADINGS & PARAGRAPHS



HOMEPAGE

continued...

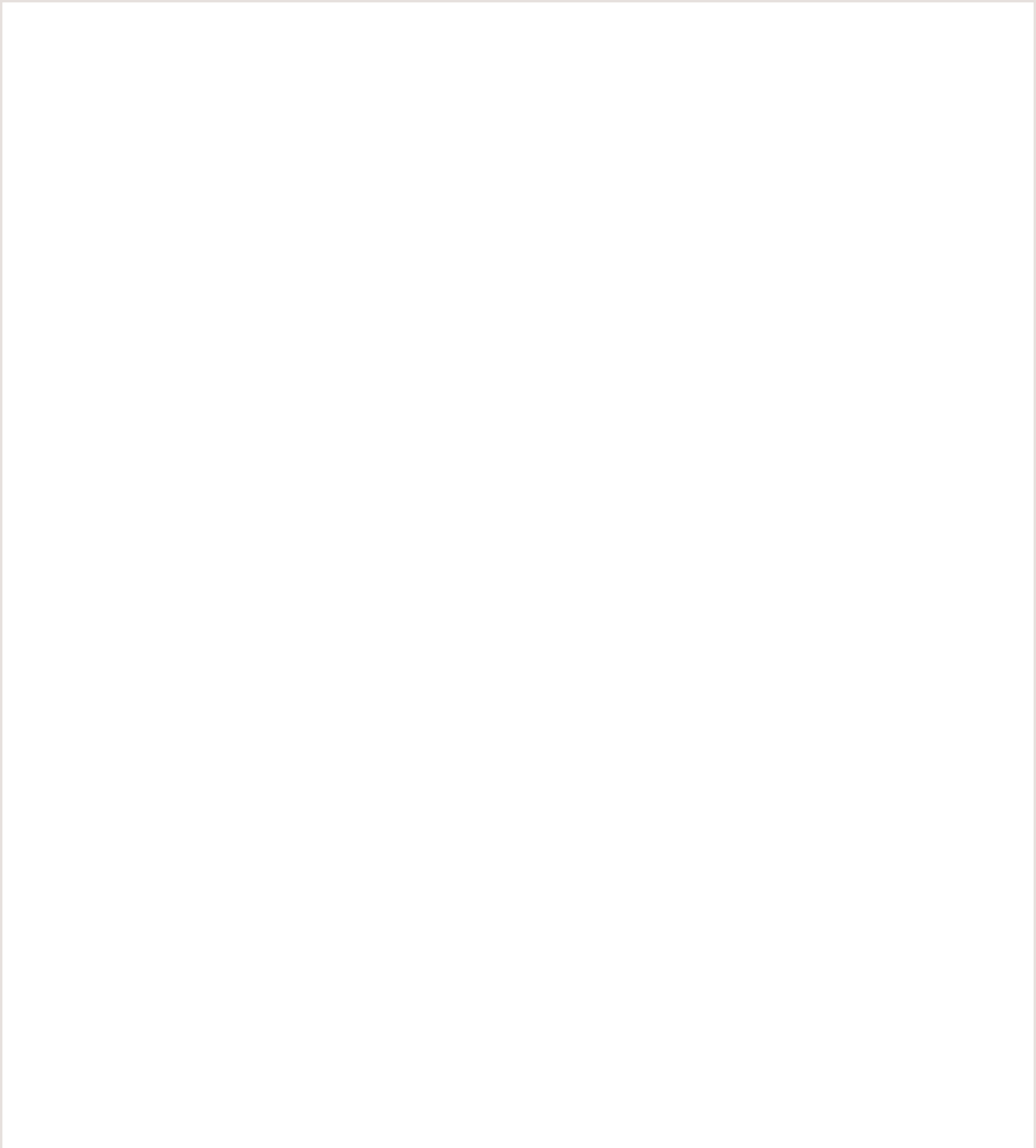
CALL TO ACTIONS, LINKS & BUTTONS



ABOUT PAGE

Share your story and connect with your audience. Keep this content focused on how you can help your audience rather than all about yourself.

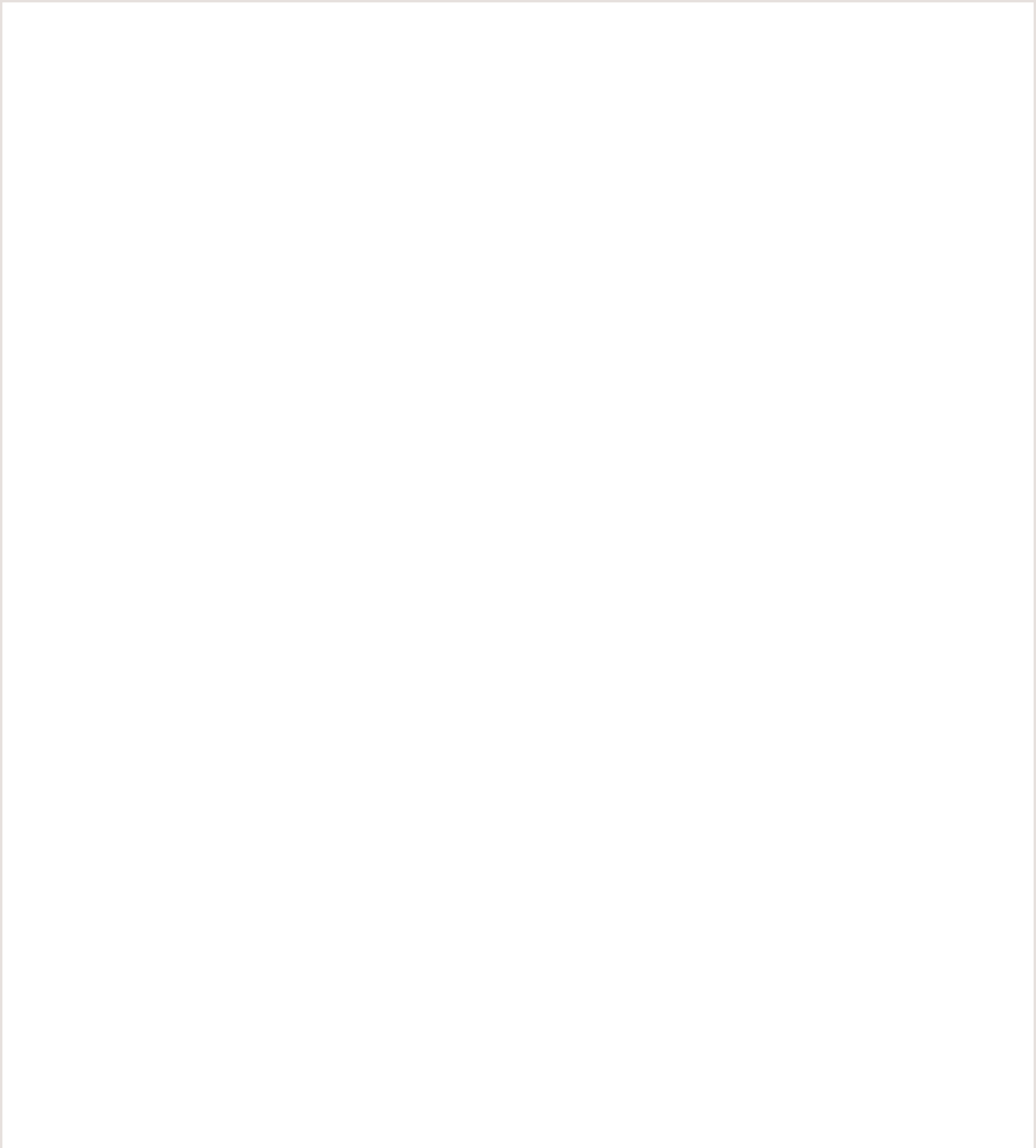
OUTLINE SECTIONS, HEADINGS & PARAGRAPHS



ABOUT PAGE

continued...

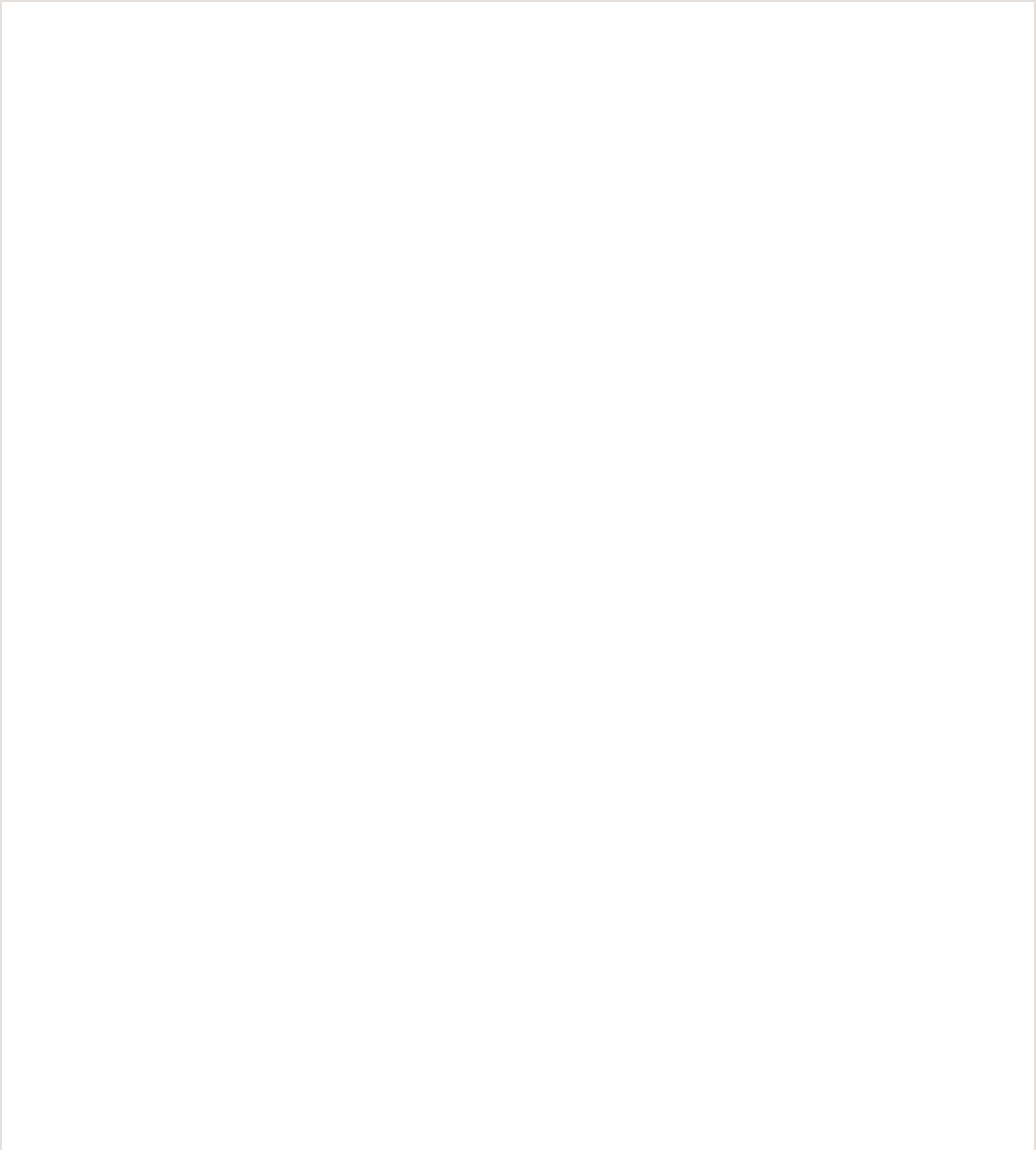
CALL TO ACTIONS, LINKS & BUTTONS



SERVICE PAGE

Sell your offer by providing one or more solutions to a problem your ideal client has.

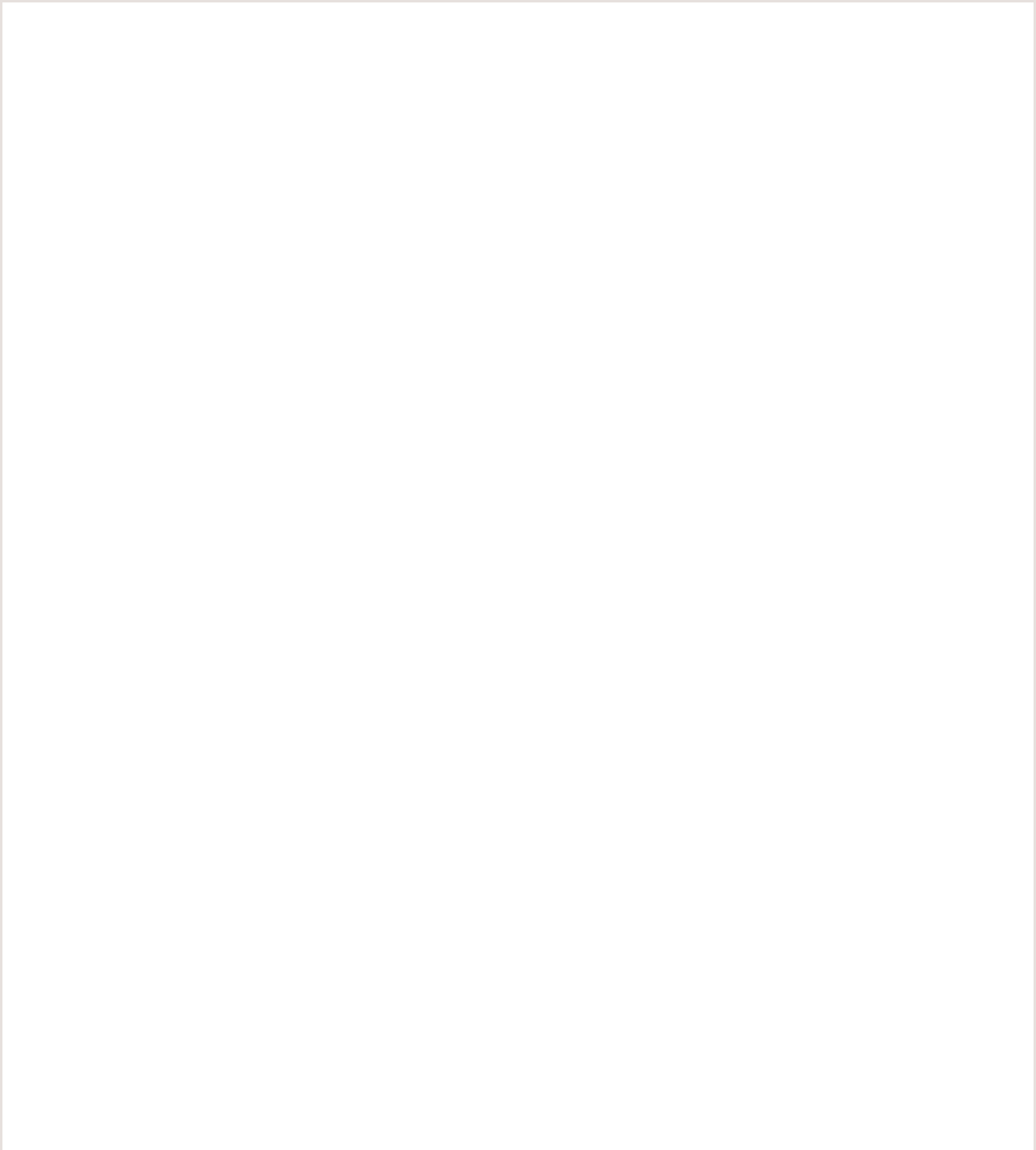
OUTLINE SECTIONS, HEADINGS & PARAGRAPHS



SERVICE PAGE

continued...

CALL TO ACTIONS, LINKS & BUTTONS



CONTACT PAGE

Make it easy for your users
to connect with you.

OUTLINE SECTIONS, HEADINGS & PARAGRAPHS



CONTACT PAGE

continued...

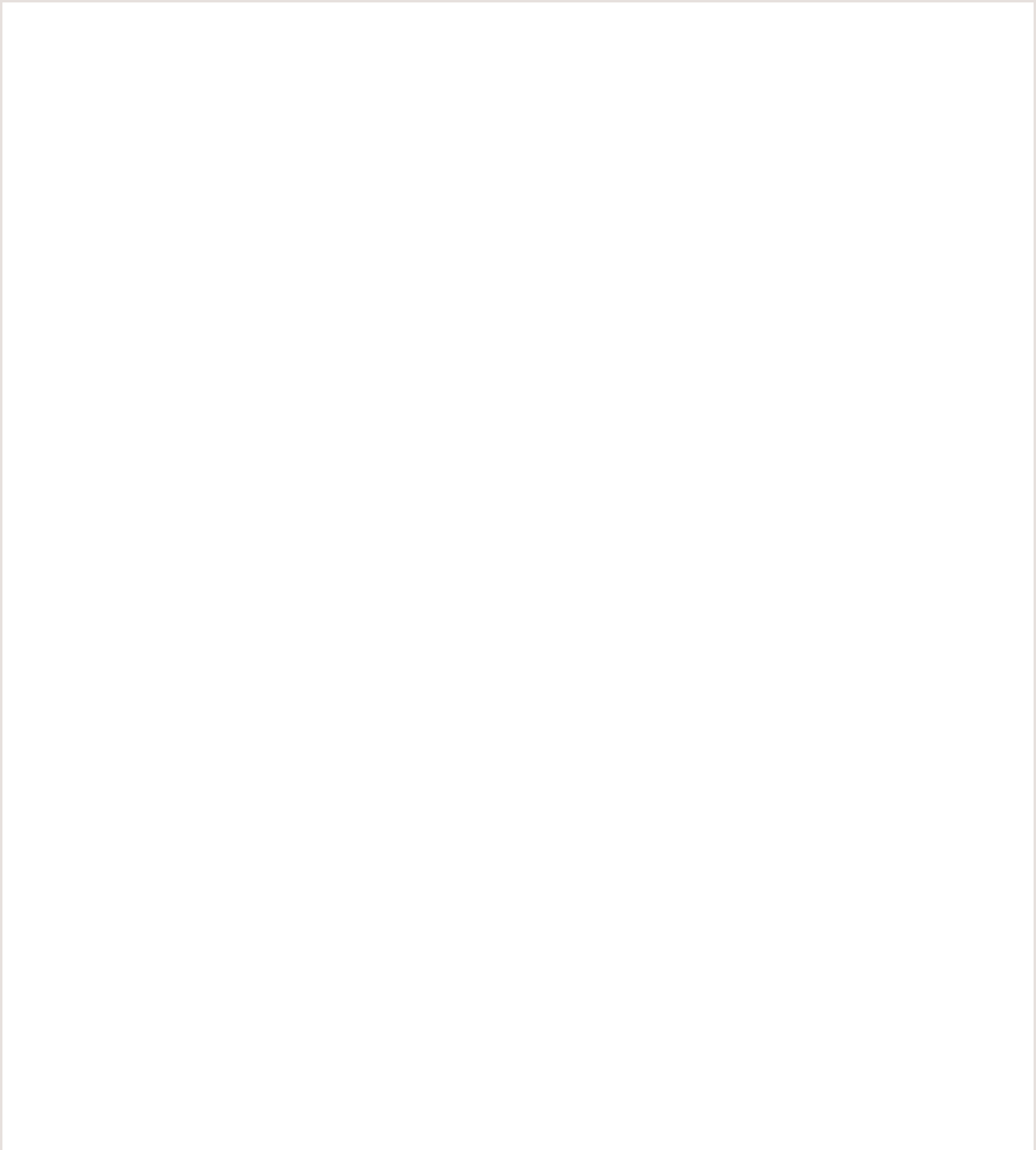
CALL TO ACTIONS, LINKS & BUTTONS



NEED MORE PAGES?

PAGE TITLE _____

OUTLINE SECTIONS, HEADINGS & PARAGRAPHS



NEED MORE PAGES?

PAGE TITLE _____

OUTLINE SECTIONS, HEADINGS & PARAGRAPHS



NEED MORE PAGES?

PAGE TITLE _____

OUTLINE SECTIONS, HEADINGS & PARAGRAPHS

A large white rectangular area intended for writing outline sections, headings, and paragraphs. It is a blank space for the user to input their content.



INSTAGRAM

MUST HAVE BUSINESS RESOURCES