PROJECTPACK

Wireframes

Version 1.0 — Client Name

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Home

The goal of the home page is to make sure users know they're in the right place and get an understanding of how you can help them.

We want to pique their curiosity to keep reading and exploring without overwhelming them. Ideally, we'd like them to sign up to your email list.

1 The call to action in the header will be the same on ALL pages and will encourage people to start a project.

2 A list of your 6 main benefits (not features!) as to how you can help your customers.

3 This call to action will direct people to download a free eBook which will get them started with social media. This will lead them to a longer term consulting engagement.

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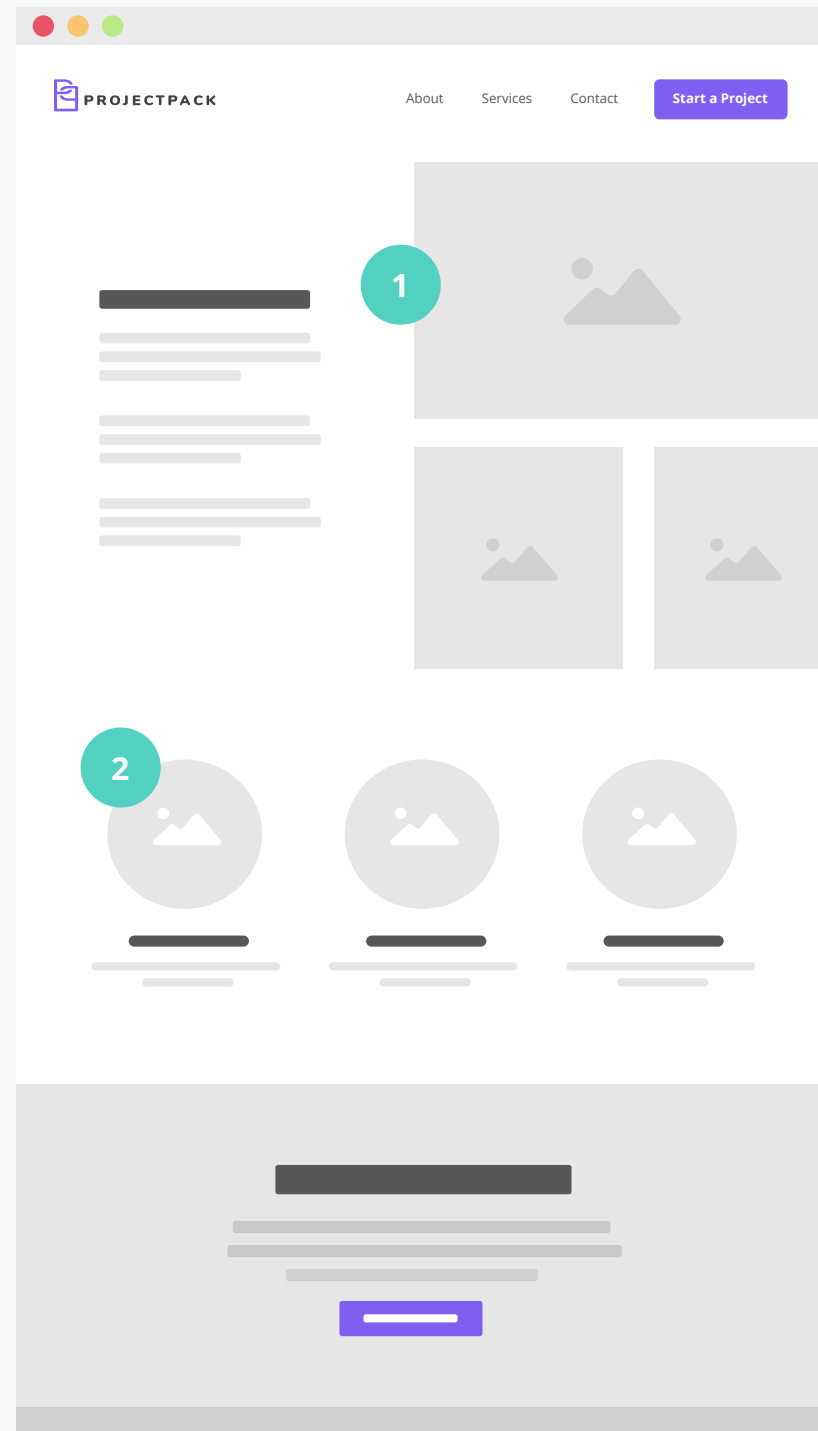About   Services   Contact   **Start a Project**   **1**

About

This page is all about you. But the main goal is to make it so potential customers trust you enough to hire you. We want to showcase your personality and your experience.

1 This section will use the content already written by you. We'll also use a gallery of lifestyle images from a photoshoot we will do on-site at your studio.

2 Avatars of your team and a bit of information about them and what they do. These need to be shot in the

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About   Services   Contact   **Start a Project**

Services

This is the page where people will go to find out more information about the services you offer. These people are more likely to become customers this is where you'll really be selling yourself.

We'd recommend each service to have its own dedicated landing page which will be important when we start running targeted ads.
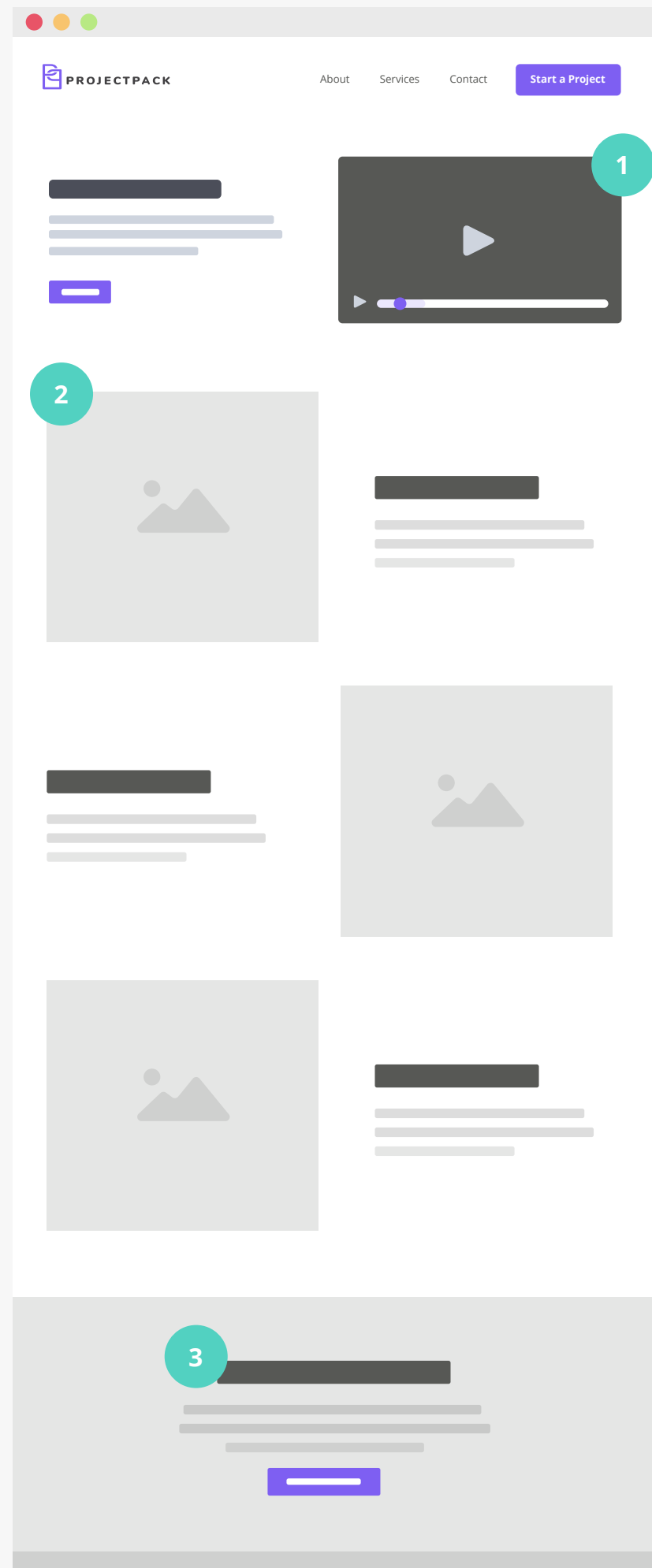
1 This will be an introduction video explaining what it's like working with you, what your process is like, and to just get people excited about the possibility of working together.

2 Each one of these blocks will describe your service and give an example image. We should link to a case study or a landing page which goes into more detail about each service.

3 This will be a call to action to schedule an initial consult with you. We want to make this as quick and easy as possible so we recommend linking to a scheduling app for people to choose a time and date immediately.

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Contact

This is where people will go to contact you about a potential project. Even though you prefer to have people submit a project, many times customers will just want to talk through their project with you before committing to submitting a brief.

1 This will be a simple contact form. We will just as for first name, email address, and a message.

2 The call to action will be to schedule a call with you. Same as the Services page.