ICONIC

MINDS

WEBSITE OUTLINE

Guide to An Iconic Website

YOU'RE A STEP CLOSER TO BECOMING ICONIC

LET'S GET STARTED!

YOUR WEBSITE CONTENT OUTLINE WILL HELP US UNDERSTAND THE STRUCTURE OF YOUR SITE AND THE IMPORTANCE OF YOUR CONTENT.

Iconic

MINDS

WHAT IS A WEBSITE OUTLINE?

A content outline is simply an organized list of your pages.

Here is a common example:
Home
About Us
Services/Portfolio
Contact

CONSIDERING YOUR WEBSITE GOALS

To conceptualize your website content outline, ask yourself a few important questions about the goal of your website. What information are my customers looking for when they come to my website? (Prices, testimonials, services, portfolio images, etc.) This information should be easy to find and should include several call-to-action buttons.

What information will convince my customers to engage with my product? (The history of your business, the quality of your product, it's originality, etc.) This information should support the content above.

What functionality do I intend to employ on my website? (Blog functionality, social media integration, newsletter integration, a contact form, event registration, eCommerce functionality, etc.)

Iconic
MINDS

OUTLINING PAGE CONTENT & FUNCTIONALITY

Once you have answered those questions, start to create an outline that elaborates on pages and content.

• Home: (Promote three services with call-to-action text, client testimonial, portfolio samples, about us, call-to-action, contact us)

• Services: (Promote services, portfolio examples, call-to-action)

• About Us: (About the business, when was it established, mission statement, a quote from the owner, about the individual members)

• Blog • Optional: (Chronological list of recent blog posts, social sharing integration, newsletter integration related to your industry)

• Contact Us: (Short form, include testimonials, FAQ, social media handles.)

Submit your outline to iconicminds.pr@gmail.com with any verbiage or pictures in relations to your services, color scheme, and special request.