MODULE 6: A WEBSITE THAT BOOKS

Map your website

Lesson: Site structure: home, services, about, proof and contact · about 15 minutes

Use these exercises to plan a site structure that turns visitors into inquiries.

Your business (name, service, main city):

1. List every page on your current site and mark each one keep, merge or remove.

2. Write your new site map, using the five core pages and any service or audience pages that pass the separate-purchase test.

3. Count the clicks from each service page to your inquiry form. Note how you will reduce them to one.

4. Draft your About page headline and the paragraph on what working with you is like.

5. **Outline one portfolio entry using the template: event, challenge, what you did, review and credits.**

Check: can you now

- Plan a site map built on five core pages, each with one clear job
- Decide which services and audiences need their own pages
- Write an About page and portfolio entries using reusable templates

One change you will make this week