Hughes Creative Strategy – Website Strategy & Architecture

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Purpose: What's the website supposed to do?

1. **Validate my expertise.**
   a. Within 2 seconds of visiting, people say "he's the real deal."
   b. Within 5 seconds, they can state why.
   c. Within 5 seconds, they can also find my work samples and case studies if that's what they're looking for.
   d. And if they really want to validate, maybe they read around a little on the blog.

2. **Convert target clients into email contacts.** They fill out a form, either on the "contact" page or on the "marketing evaluation" landing page. The right people need to find and complete the right forms:
   a. **Founders at small-to-midsized businesses** fill out the Contact form to set up a call, OR they fill out the form to request a marketing evaluation on the landing page.
   b. **Executive directors of midsized nonprofits** fill out the Contact form to set up a call.

Vision: How will the website do that?

This should be an elegant, but technically straightforward, Wordpress site with minimal widgets and distractions.

- **Home page** presents value proposition, then work samples, then a link to the "marketing evaluation" landing page.

- **Contact form** is the bottom half of the "about" page, but an anchor link means folks can end up directly at the form from various links throughout the site. This is our best conversion; all roads lead here.

- **Landing page** offers a secondary way to convert for folks who are on the fence: Pay $195, get a marketing evaluation and one-hour consultation.
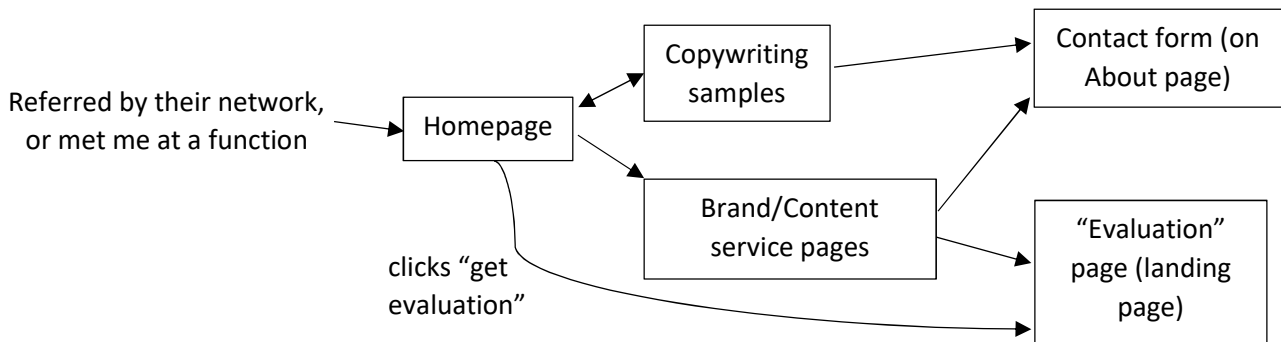
  This offers a "cheap" way to get started for folks who either aren't sure if they need me or who need a very specific first step in order to take action. But the price also communicates, to everyone who sees it, that I'm going to be priced like a professional

and not like your cousin who makes websites for friends in his spare time. This offer should both attract those seeking a pro, and repel those seeking a bargain.
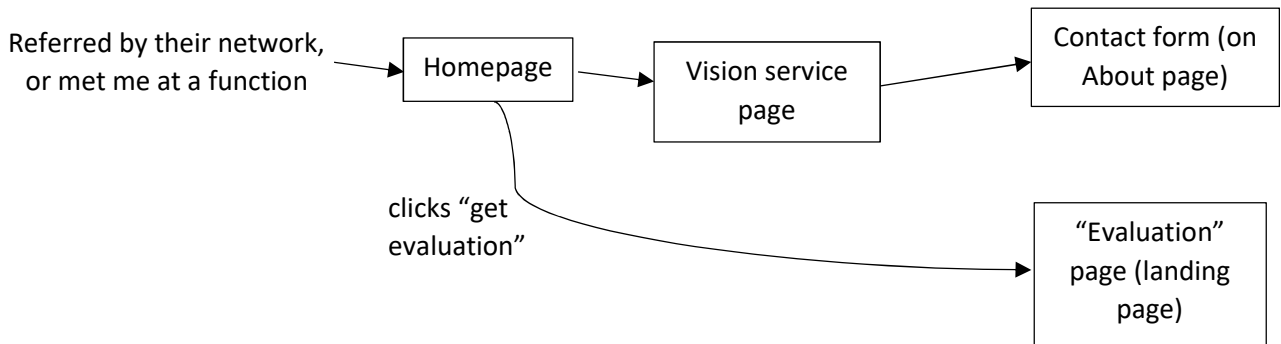
- **Blog** hosts short business articles that I'll write over time. There will probably be a bit of a "behind the scenes" feel to this section, because I'm likely to use hand-drawn sketches or personal photos for illustration rather than professional art and photography.

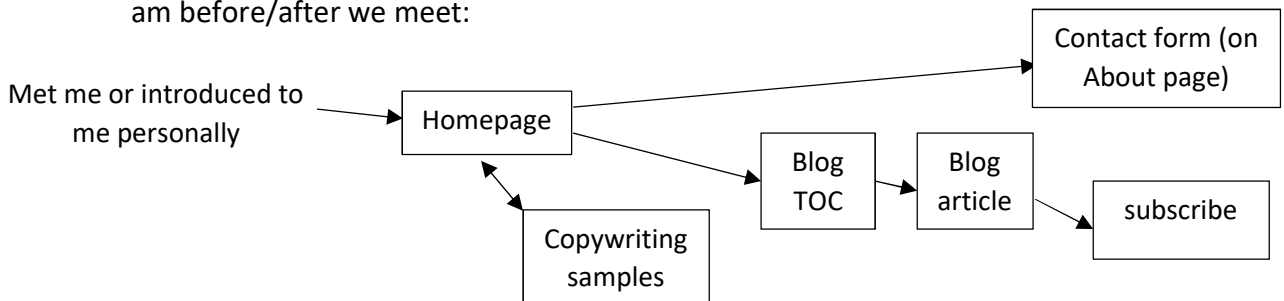### User Experience: How will visitors use the site?

1. **Small business founders** are looking for a way to "fix my marketing" or even for a specific deliverable (like "make me a website"). So they'll need a little education on the concept of "strategy before deliverables":

```
Referred by their network,          Copywriting          Contact form (on
or met me at a function    →  Homepage →  samples   →        About page)

                                    Brand/Content
                              →     service pages    →     "Evaluation"
           clicks "get                                      page (landing
           evaluation"                                          page)
```

2. **Executive directors** are already focused on the big picture.

```
Referred by their network,                               Contact form (on
or met me at a function    →  Homepage →  Vision service →     About page)
                                              page

           clicks "get                                     "Evaluation"
           evaluation"                                      page (landing
                                                                page)
```

3. **Peers in the marketing business** will just be checking out my clips and finding out who I am before/after we meet:

```
                                                         Contact form (on
Met me or introduced to                                     About page)
me personally         →  Homepage  →  Blog  →  Blog  →
                                       TOC     article    subscribe
                            ↕
                         Copywriting
                          samples
```

Web pages to create

- **Home**
  - Sample pages:
    - **/video-voiceover-copywriting**
    - **/website-strategy-UX-architecture-and-copy**
    - **/email-campaign-strategy-and-copywriting**
  - Service pages:
    - **/branding-and-messaging**
    - **/vision-consulting**
    - **/content-marketing-strategy**
  - **/about**
    - (includes short bio and **contact** form with anchor tag for direct linking)
  - **/marketing-brand-messaging-evaluation**
    - (Landing page with offer and a simple conversion form right up top. Ideally this page does NOT have full navigation, just a simplified logo header that links back to the homepage.)
  - Blog
    - **Table of contents**
    - **Individual post** (with Mailchimp subscription form somewhere easy to find)

By my count, the map above means the site needs 11 individual pages. The Sample pages are all the same with different content, and the Service pages are all the same with different content (in fact, all 6 could be the same design)… so we're probably talking about 5-7 actual page designs.

But…

I'm open to the designer's insights and recommendations on how we present some of this content. For example, maybe Contact and About should be at the bottom of the homepage instead of separated out. Maybe writing samples should pop up, shadowbox style, from the homepage instead of having separate URLs with unnecessary headlines and art. Maybe the Blog should put TOC, posts and subscription form all on a single page (Seth Godin's blog does this and it's really elegant and readable; I won't be writing quite as short-form as he does but I'd be happy with a similar level of simplicity).

I'm giving you this document so you understand WHAT the site needs to do; I'm happy for your instincts to inform the HOW.

Navigation

The navigation menu is simple:

- **Try Me**
    - points to the landing page, /marketing-brand-messaging-evaluation
- **Copy**
    - points to /#copywriting-samples on the home page
- **Strategy**
    - points to /#strategy-consulting on the home page
- **Blog**
    - Points to the blog TOC, or to the latest post if we decide to put TOC and subscription form right into the sidebar of each post
- **Contact**
    - Points to /about/#contact, the contact form on the About page

There's a full wireframe of the homepage below, with actual copy included.

Note that, as with the sitemap, my wireframe is meant to show you which elements are important and what sequence I want them in… but it's NOT necessarily meant to indicate a design. You don't have to interpret my wireframe super literally if you don't want to, as long as your design can serve my content and achieve my goals!

Homepage wireframe

[BENJIE PHOTO]	Explain your business simply and clearly and be more successful.

Your marketing is only as strong as your message. When they don't get why you matter, people disengage. But when they get it, everything else changes: Selling gets easier. Referrals get stronger. Leadership unifies, employees engage – and revenue grows.

If you can explain it, you can do it.

I'm a journalist and entrepreneur. I built one small business from the ground up, then spent 6 years helping others do the same as the lead strategist at a digital marketing firm. I've done rebranding and strategic work for companies of all sizes, but my favorite clients are like me: They want this thing they're building to impact the world.

They just need to explain it first.   **[3 STEPS]**   **[SAY HELLO]**

Copywriting

[ICON?]	[ICON?]	[ICON?]
Video VO	**Website Architecture**	**Email Campaigns**
[SEE WORK]	[SEE WORK]	[SEE WORK]

Testimonial(s) here?

Strategy & Consulting

[ICON?]	[ICON?]	[ICON?]
Brand & Messaging	**Vision Consulting**	**Content Strategy**
for growing business	**for merging or re-centering organizations**	**for inbound marketing**

How's your message?

Send me your website and two other links (an ad, a video, a social media page). I'll tell you, based on your marketing, what your message is and why someone would buy from you.

I'll give you an **actionable, written evaluation** and a **one-hour consultation** to review it – all for less than $200. **If you're in the Boston area, I'll even do it in person.**

You'll know if I'm the right person to help you – and you'll have an actionable marketing strategy either way.

[GET THE EVALUATION]

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