

Wireframes

Wire frames are sketches, which allow you to visualise the layout of your website before deciding on the right layout to best suit your business needs.

Before committing to a design, it is good to explore a number of different wireframes for your website. Give consideration to where to best position your '8 key success ingredients' (see separate worksheet), as well as ensuring easy navigation to your desired result for a visitor.

In the resource section for wire frames, there are a series of possible layouts to assist you with this process, but before starting on these, you'll find a tick list of items (from the 8 key success ingredients worksheet) to prepare in advance below.

My wire frame preparation

Are you clear on the journey you want your visitors to take to reach your desired outcome?

Yes No

Do you have quality copy prepared that targets your avatar and reflects the ethos of your company?

Yes No

Are you clear on your call to action?

Yes No

Do you have several recent testimonials that relate to specific parts of your business?

Yes No

Have you prepared a special offer for visitors to your website?

Yes No

Do you have a clear guarantee that is within your full control?

Yes No

Have you created video content to enhance your website?

Yes No

Which social media sites are you active on? _____

When you have answered yes to all of the above, you are ready to use the Wireframe templates (see resources)

