

Top Navigation

The bullets below represent the top navigation, this will be what's in the navbar at the very top of the website and will serve as the "master" navigation.

- Home
- About
- Media
- Speaking
- Consulting
- Podcast
- Books
- Blog / Articles
- Contact

Site Structure & Layout

The following outline is specifically for each page and what should be on the page. This is for thinking through what content we have on each page before we design it.

Home Page

The home page should be the portal for new visitors to all other pages, it should establish authority, introduce visitors to your subject matter, and succinctly describe what you are about.

- Masthead with tagline (use a compelling photo here, one that shows personality, or authority)
 - One phrase to illustrate your purpose (Changing the world, one idea at a time).
 - Summary of your purpose, what you do, and why it matters. (ex: Joseph Hinson is passionate about helping people get their ideas into the world. He helps bestselling authors launch their books to massive audiences and change the world.)
- Logo Row (social proof)
- Newsletter Sign-Up

- Incentive to sign-up for the newsletter. Don't say "Sign up for updates". Consider the most compelling content to provide
- About the Author
 - Blurb, sometimes you might use a dual link with speaking / about calls to action. Depends on how much speaking will be part of the platform.
- Books or the Book (latest)
- Articles / Columns / Blog

About

- Bio info here (with links to press kit, press contacts, media etc)
- Link to speaking / consulting

Media

Places you've been featured in the media.

- Articles
- Videos
- Radio

Speaking Page

- Masthead (photo or video of speaking)
- Speaking Clients (if available)
- About Speaking (summary)
- Call To action: Reach out to us / check availability
- Speaking Topics
- Video Samples of speaking topics
- Upcoming / Previous Events
- Call To action: Reach out to us / check availability

Consulting

This page should identify what you offer, and who you serve. Key things to remember:

- Social proof (testimonials, logos, case studies illustrate your services better)
- Provide specific examples of services (allow people to understand the specifics)

- Call to action should be to reach out to you, contact you etc.

Podcast

- About the podcast
- Subscribe links (include mailing list opt-in)
- Latest Episodes
- Subscribe Links
- Past Episodes

Books

- Feature the latest, show previous books
- Show Buy links / learn more links

Book Singles

- Each book should have its own, customizable single that can have downloadable chapters, bonus content or resources as needed.
- Links to retailers
- Free Chapters available (preferably via opt-in)

Blog or Articles

If you plan to blog, this would be here. For the most part this would be a feed of blog posts unless you have different needs. Some things that you should be sure to include are:

- Share links at the end of every post.
- Subscribe call to action before and after every post.
- Articles from the site (blogs) can be differentiated from posts that are specifically from well known outlet.

For TONS of archival content, consider:

- Organized posts in categories to make it easier for readers to find what they're looking for.

Contact

- Contact info (press / speaking etc)
- Contact Form
 - Note: add back-up contact methods
- Subscribe link (goes to subscribe page)

Subscribe

One place to subscribe to everything.

- Page would have newsletter subscribe
- Social links & feed where appropriate

Footer

The footer can also be a larger element, but generally speaking, it's not needed unless you have a massive site.

- Copyright info
- Email sign-up opt-in