BUSINESS ADVISORY LAUNCH PROGRAMME · PLAN A SITE THAT SELLS ADVISORY

Advisory site map and page planner

Every page, its single job, and the call to action that belongs on it.

01 The core pages

One job and one call to action per page.

- [ ] Home: your one-liner and who you help, then proof, then a call to action.
- [ ] Services: your offers as packages, from the diagnostic to the retainer.
- [ ] About: your experience, credibility and a human photo, tied to their problem.
- [ ] Insights: a post or two that show your authority.
- [ ] Contact/book: an obvious, easy next step.

02 The basics

- [ ] A privacy notice link and a subtle scope note.
- [ ] A single, consistent call to action across the site.

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Want this planned and built for you?

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