HR CONSULTANCY LAUNCH PROGRAMME · BUILD A CREDIBLE WEBSITE

Website page plan

The pages a consultancy site needs and what each one has to say, so nothing important gets left off.

01 Core pages

Every consultancy site needs these. Map them before anyone starts building.

A home page that states what you solve and for whom

A visitor should get it in one read, without scrolling.

A services page listing what you sell, from Module 1

Retained support, advice, projects, investigations, training.

An about or founder page with a real photo

People buy from a person they can see. Use your Module 6 story.

A niche or sector page in your buyer's words

The size band or sector you serve, named the way they would.

A contact page with a clear enquiry form and calls to action

02 Say what you do, and what you refer

The "we do, we refer" line from Modules 1 and 4, made visible so nobody has to guess.

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Talk to us

The services you handle, in plain sentences

The work you refer out, stated openly

Litigation, immigration, tax and payroll, settlement-agreement advice.

A clear next step on every page

Call, enquiry form, or book a call. Never a dead end.

03 Fast, findable and easy to run

The site has to work on a phone and rank for the terms buyers actually search.

Home and service pages built around your Module 8 local terms

A mobile layout tested on a real phone

A platform you can update yourself without a developer

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