



WEBPAGE FRAMEWORK

INSPIRE AND RELATE

This template is great for brands that want to establish an impactful and concise connection with their audience. A connection that will drive empathy and interest from website browsers.

GET TO THE POINT

Tell the reader what you do, how you do it, who you do it for and position yourself as the solution they've been searching for.

MAKE THEM CARE

Clearly communicate the value of your product and service and why it's critical that the reader takes action now to access the solution to their problem.

CALL TO ACTION

Clearly state the immediate action the reader should take to solve their problem.

NOTE: THE FORMAT OF YOUR WEBSITE COPY WILL CHANGE DEPENDING ON THE PAGE. THIS IS A GENERAL GUIDELINE TO GET YOU HEADED IN THE RIGHT DIRECTION.