

Module 16, Lesson 2 Handout:

Other Website Pages

Depending on your business, you may need one page in your main navigation that lays out how somebody can buy what you're selling. Whether that's signing up for 1-on-1 coaching sessions, or buying a supplement you sell, this is the page to lay out their options, your pricing (if you want to - this isn't mandatory), and what they can expect in exchange for the transaction.

Whether you call this your Products, Services, Shop, or Work With Me page, it's very important to keep this page simple. If you overwhelm your visitor with too much information, you're guaranteed to lose the sale.

Be very clear about the features of your product or service, and even more clear about the benefits. What's the difference? The features are the things your product does or includes. Benefits are what a user will gain or feel after investing in you. This is what really compels them to make a purchasing decision.

For example, the features of a nutrition course might include:

- Video and audio lessons you can take on the go
- Healthy recipes
- A meal plan and shopping list
- Instructions for easy meal prep
- Printable food diary pages
- Group coaching

The benefits of that course might be:

- A deeper understanding of healthy eating
- Developing the ability to meal prep
- Learning to plan ahead and make better food decisions
- Personal accountability
- Better health over time

So, features are what you offer--and benefits are what your customers want to experience once they've invested in your offering. If you're feeling stuck regarding features and benefits, just think about what your ideal customer wants and work backward from there.

My Features	My Benefits

Next on the list is your Blog, Recipes, Content, or Portfolio page. No matter what type of business you have and what you ultimately decide to call this page, it's simply where you'll display your library of content. Some things you want to consider:

Content Page Choices	
Will you have a sidebar on your blog page to display advertising or other info like your instagram feed, or do you want your blog to be full bleed?	
What happens when you get to the end of a story? Where will a user go? What would you like for them to do?	
How will you inform your users of related content that might interest them?	

Do you want to display ads on this page? If so, where?	
How will you make your content easy for others to share on social?	
If you have other contributors on your site, how will you display their bio? Will you use an Author Box or Author Page?	
How will you credit stock photography or any other photography you use?	
Will you include blog commenting? If so, will they need to login? Be a Facebook user?	

How will you make your content searchable?	
How will you make sure your images are compressed so you don't slow down your site?	
Is your content responsive so it's easily read on mobile?	
How will your users print recipes?	
Will you include ratings for recipes?	

Will you be able to pin your images straight to Pinterest?	
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The last couple of pages you might want to consider are your Contact page and anything else you'd like to highlight, like a Podcast page or Speaking page.

Your contact page should be super simple, and sometimes it can simply be a link to a popup form to fill out, rather than an entire standalone page. Either way, just make it very easy and obvious how a customer can get in touch with you.
more.

Use your best judgement on any other pages you want to highlight in your navigation. Remember, if you make it too hard for a user to figure out where they want to go, or where they should go, chances are they won't go anywhere at all. So do your best to keep your navigation clean, simple, and uncluttered. You can use drop down boxes when necessary, but keep them to a minimum. If your site is set up well, you will be able to figure out how to make it easy for someone to navigate throughout your site and find what they are looking for.