



# HYMM Basic Website Cheat-Sheet – Overview

This is a very quick overview of the 3 - 5 basic pages most websites have, the secondary or optional pages & special function pages or plugins

## BASIC PAGES

**HOME**

Menu • Menu • Menu

**YOUR IMAGE**  
Just a little about you

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**ABOUT\***

Menu • Menu • Menu

**Header**  
Content content

**Header**  
Content content

**Sidebar:**  
Sidebar stuff

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**CONTACT**

Menu • Menu • Menu

How to connect

Your Social Media Locations

**Sidebar:**  
Sidebar stuff

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Note: some people include "MEDIA" in the about page

**BLOG**

Menu • Menu • Menu

**Post 1**  
Content content

**Post 2 ...**  
Content content

**Sidebar:**  
Sidebar stuff

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**PRODUCTS/SERVICES**

Menu • Menu • Menu

**Product 1**  
Content content

**Product 2...**  
Content content

**Sidebar:**  
Sidebar stuff

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## SECONDARY (OPTIONAL) PAGES

**MEDIA\***

Menu • Menu • Menu

**Video**  
Content content

**Images**  
Content content

**Audio**  
Content content

**Sidebar:**  
Sidebar stuff

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**EVENTS**

Menu • Menu • Menu

**Event 1**  
Content content

**Event 2...**  
Content content

**Sidebar:**  
Sidebar stuff

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**PROJECTS**

Menu • Menu • Menu

**Project 1**  
Content content

**Project 2...**  
Content content

**Sidebar:**  
Sidebar stuff

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## SPECIAL FUNCTION PAGES & ADD-ONS

**LANDING PAGE**

**Header 2**  
Content content

**Header 2**  
Content content

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**OPT-IN BOX**

**You Get a VFO**

I get your Email, Name, Location



# HYMM Basic Website Cheat-Sheet – Basics

[Home](#) | [About](#) | [Media](#) | [\[Blog\]](#) | [\[Events\]](#) | [\[Store\]](#) | [Work with Me](#) | [\[Projects\]](#) | [Contact](#)

## How Big should your Website Be?

**Single page sites are the simplest and** fine to start with. More complex sites may have 3 (ex: Home, About & Contact), 5 (ex: Home, About, Media, Booking, Contact) or many. Above are the 9 main pages on my site.

## I've noticed these different kinds of pages:

- **Static/Brochure** - standard content that rarely changes
- **Posts** - a *series* of pages often in chronological order (like a blog)
- **Interactive** - with forms allowing visitors to interact with you
- **Dynamic Embeds** - with *embedded* feeds (like Twitter or Facebook)

**Each page includes 'content' but some present it differently.** For example, many websites include a sidebar, as below - but "Home Pages," "Sales Pages" and "Landing Pages" usually don't have sidebars.

To start, just build a simple site. Then publish & tweak. It's exciting when your site is constantly developing, so starting simple is great!

## Don't Succumb to Website Shame!

Don't sweat it! The minute your site is 'done' it immediately starts becoming obsolete. Get used to it.

## What is "Content"

Content is what's ON your pages:

- Text
- Images
- Links
- Embedded content that 'lives' on other platforms, like:
  - Videos (from YouTube or Vimeo)
  - Audio (from Soundcloud)
  - Forms (Jotform, Googleforms, etc.)

# What is Where on Each Page

Image of  
You

## Header

[Menu](#) | [Menu](#) | [Menu](#) | [Menu](#) | [Menu](#)

## Pages & Posts:

- A **PAGE** is generally static content which can be set up as
  - Text with some images
  - A gallery of images, videos or audio
  - A "Landing Page" or "Sales" page for a specific product or event (these usually have the header & sidebar removed)
- A **POST** - a series of posts that are generally 'current' news and which are generally listed in chronological order

## Sidebar:

Normally the same sidebar appears on each **PAGE** and might include:

- An **Email List Opt-In**
- A call-to-action & link to what you most want them to **DO**
- **Social Media** icon links
- **Social Media** feeds

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# WEBSITE PAGES WORKSHEET: HOME PAGE

Here's a very simple "wireframe" outline for a Homepage. You'll be finessing forever - so for now all you need to do is get something simple on line that let's people get a sense of who you are and know how to contact you.

Your Header  
with your  
name &  
URL

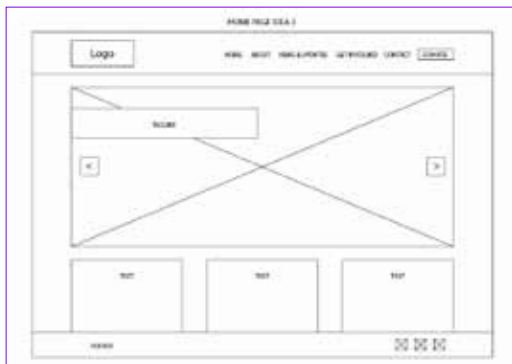
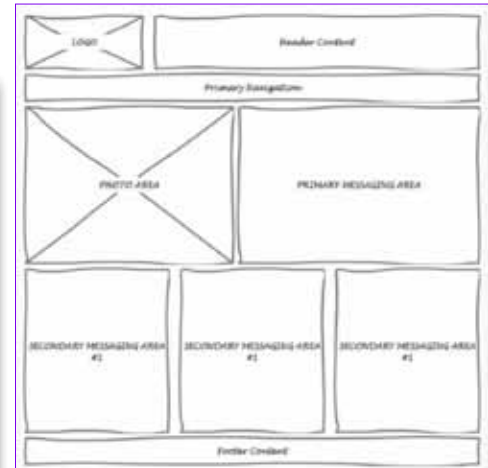
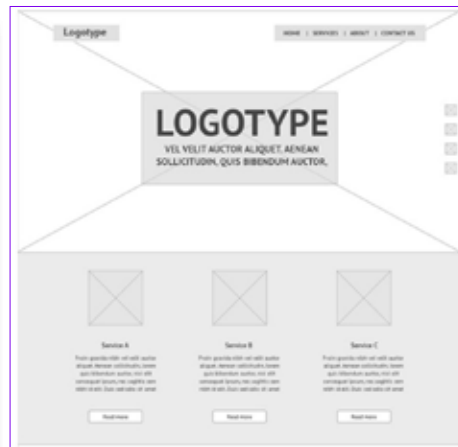
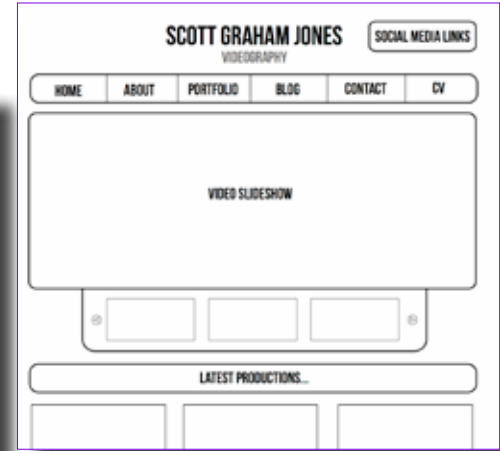
Your  
Navigation

"Hero Area"  
A picture of  
you and a  
very short  
description  
of who you  
are or what  
you do.




# Some HomePage "Wireframes"

These are all Homepage "Wire-frames" - images that shows the functional elements of a page - which are used for planning a site's structure and functionality.





# WEBSITE PAGES WORKSHEET: About Page

Your “About” page will likely be the most-viewed page on your website besides the home page. This is where you tell people who you are, what you do and what makes you tick - your passion, your mission, what you love, what you’re curious about.


If you have ‘credentials’ you can add them here but they’re not as important as helping people see WHO YOU ARE and WHAT YOU’RE ALL ABOUT. .

The more you are YOU, the more you’ll connect with the people who are looking for someone like YOU. So think about how you can be the most YOU possible on your About page.

The only people you really want to connect with are the ones who will be liberated, inspired and empowered by WHO YOU ACTUALLY ARE when you are MOST being YOU.

Some people use their “About” page as their home page and don’t have a dedicated home page.

Here’s a wireframe of one person’s idea of an “About” page.



Site Name and Logo

## David Tyberg: Biography

Blog

Bio

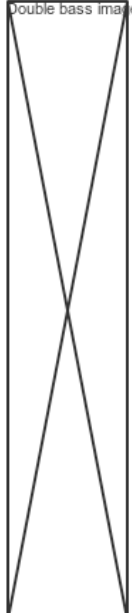
Performance


Teaching

Media


Contact

Double bass image





Listen to David:

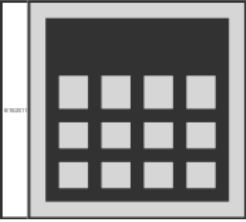






**Biography**  
 Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Quam euismod sem, semper ut potenti pellentesque quisque. In eget sapien sed, sit dui vestibulum ultricies, placerat morbi amet vel, nullam in in lorem vel. In molestie elit dui dictum, praesent nascetur pulvinar sed, in dolor pede in aliquam, risus nec error quis pharetra. Eros metus quam augue suspendisse, metus rutrum risus erat in. In ultrices quo ut lectus, etiam vestibulum urna a est, pretium luctus euismod nisl, pellentesque turpis hac ridiculus massa. Venenatis a taciti dolor platea, curabitur lorem platea urna odio, convallis sit pellentesque lacus proin. Et ipsum velit diam nulla, fringilla vel tincidunt vitae, elit turpis tellus vivamus, dictum adipiscing convallis magna id. Viverra eu amet sit, dignissim tincidunt volutpat nulla tincidunt, feugiat est erat dui tempor, fusce tortor auctor vestibulum. Venenatis praesent risus orci, ante nam volutpat erat. Cursus non mollis interdum maecenas, consequat imperdiet penatibus enim, tristique luctus tellus eos accumsan, ridiculus erat laoreet nunc.

Et ipsum velit diam nulla, fringilla vel tincidunt vitae, elit turpis tellus vivamus, dictum adipiscing convallis magna id. Viverra eu amet sit, dignissim tincidunt volutpat nulla tincidunt, feugiat est erat dui tempor, fusce tortor auctor vestibulum. Venenatis praesent risus orci, ante nam volutpat erat. Cursus non mollis interdum maecenas, consequat imperdiet penatibus enim, tristique luctus tellus eos accumsan, ridiculus erat laoreet nunc.

**Recent Blog Posts:**  
 Jazz Performance Tuesday!  
 The Double Bass in Rock  
 Give the gift of learning music  
 Ludus ex utrum exerci  
 Urpis exputo consectetur  
 Velit eu olim iriure gemino  
 Nullus acsi elit  
 Quis paulatim  
 Vulpes volutpat

**Performance Calendar**



Contact: [email](#)     [Other social network](#) [The Extraordinary Contraptions](#)

Designed By  
 Jennifer L. Bowie



# WEBSITE PAGES WORKSHEET: Products & Services

## Products/Services Page

Your “Products/Services” page is where you list the things your clients can buy from you. If you have a products-based business, then you might call this page “Products” or “Shop.” If you have a service-based business, then you might call this page “Work With Me” or “Services.”

If you don’t have any products or services yet (we’ll get to those soon!), write a sentence or two about what might be included in the future.

For example: “Watch this space for new one-on-one nutrition coaching packages to help you get healthy!” or “Playful abstract art prints and colorful accessories coming soon!”

I have both a “Store” where I sell sheet music and CDs and a “Programs” page where people can see my programs as a coach, performer or composer

This is where your OFFERS go - the things you’re offering to people. If it’s not done yet, you can still talk about it.



# WEBSITE PAGES WORKSHEET: Contact Page

## Contact Page

Your “Contact” page is where your clients can find your email address, mailing address, social media links, a contact form, or other ways to get in touch with you. You don’t need to include all these ways of contacting you, but you should include your email address at a minimum.

If you got a professional email address from your hosting company (such as [sage@sagegrayson.com](mailto:sage@sagegrayson.com)), then use it.

However, if you don’t have a professional email address yet, create a free one through Gmail and have it be your name, your business’s name, or a variation. Think [sallysmith@gmail.com](mailto:sallysmith@gmail.com), not [hotbodymama85@gmail.com](mailto:hotbodymama85@gmail.com).



# Sharing your Offer

Once your PROGRAM or OFFER has a place to live - an info page or landing page - then you can start sending people TO that page

1

## FACEBOOK

- Posts pointing to program page with:
  - Images
  - Videos (YouTube & FB Embeds)
  - Audio (Soundcloud)
- Boosted Posts
- Create an EVENT & invite people
- Text pointing to blogs
- (Contests?)

2

## BLOG ABOUT IT

- **Program** Announcement
- Explore Elements of the program
- The people who've already joined
- The fears of joining
- Behind the Scenes
- Your Aha Moment that led to this
- ALL BLOGS POINT TO THE INFO/LANDING PAGE

3

## YOUTUBE

- Videos
- Audio-images-text (ex. lyric videos)
- include links to blog posts & landing page

4

## HARP PLACES

- Repost 'useful' blogs
- Post Videos
- Avoid 'advertising'

5

## LIVE

- Talk about the program
- Talk about the blogposts
- Hand out trading card that includes link to blog

6

## TWITTER

- Excerpts from Blogpost
- Announcements
- Sales Tweets
- Images
- Videos

## PINTEREST

- Post visual element:
  - Images
  - Video Sizzle Reel
  - Other videos
  - Infographics

## LINKED IN

- Repost blog posts
- Respond to comments



## Offer Page / Landing Page

### BASIC INFO:

- The Program Name & Leader
- WHO is this for?
- How do they CHANGE?
- What's so great about that?
- Meet the coach/performer/leader
- What do they GET?
- Contact Info
- Testimonials
- Copyright

### LINKS:

- Link to Join: Signup, apply, schedule
- Link to your VFO
- NO OTHER LINKS to take them away

### MEDIA:

- Images, audio, video

### STORYTELLINGS:

- Why I'M Passionate about this
- The moment that made this program essential
- What have others gotten out of it

9

## PRESS RELEASES

- Releases point to blogposts for more information (they're also posted on the blog)

8

## VFO or WEBINAR

- A free taste
- Gets people on your e-list
- Then you can remind them

7

## EZINE

- Images and brief stories that point to blogposts
- Pre-Registration • Register • Deadlines





# The Resource Hub & Amplifying Your Message

This is more advanced and probably **TOO complicated**. It's about how your offer gets 'amplified' by social media and/or networking. It's like the above page ... but different.

## YOUR WEBSITE

4

ADD TO HOME PAGE

1

POST ON BLOG

- Announcement
- Info Hub
- Additional posts

2

CREATE LANDING PAGE

3

ADD TO EVENT LIST

5

ADD TO SIDEBAR

=> NEW COOL THING <=

Free Download VFOs  
Social Media Buttons  
Top Blog List

6

### COLLATERAL ONLINE

- MiniPoster
- Downloadable Posters
- Facebook Ads (5)
- Headers & Footers
- FB Event Header
- 

### OFFLINE

- Poster / Flyer
- Trading Cards

7

### EZINE

- Images and brief stories that point to blogposts
- Pre-Registration • Register • Deadlines

8

### PRESS RELEASES

- Releases point to blogposts for more information (they're also posted on the blog)

9

### FACEBOOK

- Videos (YouTube & FB Embeds)
- Audio (Soundcloud)
- Images
- Ads
- Text pointing to blogs
- (Contests?)

10

### TWITTER

- Excerpts from Blogpost
- Announcements
- Sales Tweets
- Images
- Videos

11

### YOUTUBE

- Videos
- Audio-images-text (ex. lyric videos)
- include links to blog posts & event pages

12

### PINTEREST

- Post any visual element:
- Images
- Video Sizzle Reel & Others
- Infographics



## Resource Hub

### BASIC INFO:

- Who-What-Where-Where-How
- The Blurb (Prose Version WWWWH)
- Artist Bio (Brief) & Contact Info
- Copyright

### MEDIA:

- Images, audio, video

### STORYTELLINGS:

- Main Hooks / Powerful Messages
- Why I'M Passionate about this
- Why Should they Invest in This

### LINKS:

- Links to Info (VFO Link, Videos, Blogs, Soundclip, Photos, Logo, Header & Footer)

16

### MORE BLOG POSTS

- Upcoming Event Announcement
- Tease out Elements of the event
- The people who've already joined
- The fears of joining
- Behind the Scenes
- Your Aha Moment that led to this

15

### LIVE

- Talk about blogs
- Hand out trading card that includes link to blog

14

### HARP PLACES

- Videos
- Audio with images

13

### LINKED IN

- Post the Blogs themselves
- Respond to comments