

Wireframe Layout - Homepage

The wireframe layout is basically a sketch which just shows roughly where each element of the page should be positioned. It isn't drawn to scale so don't use this for measurements or dimensions. Just ensure you carefully read through all of the notes on this page so that you understand what each element is and how it should be used.

The headline is a sentence or statement which helps to positively attract the reader's attention.

Use a landline telephone number for the business and create a suitable tagline for the business.

A call to action is a button which describes and encourages the next course of action for the reader to take

The sub-headline is similar to the headline and should help to further build trust with the reader.

Compelling copywriting is written content which helps to outline the reasons for choosing this company. You can back this up with more evidence of their ability or describe how the service may work. Furthermore, it should help to encourage the reader to take action.

This can either be a brief description or a bullet point list which promotes some of the key benefits of using this company.

Use the reviews area to show off some of the reviews, ratings or other 'reputation building' content.

A trust-building image is either an individual or cluster of images that further helps to demonstrate the ability, authority or reputation of the company. This image should have a caption which states the credibility in words as well.

The footer is the block at the bottom of every page. It usually contains a list of all pages, copyright information and other things like links to social accounts or other resources.

