# Website Wireframe Guide

## DIAGRAM 1

**Layout Benefits:**

This layout provides a good, visual representation of your product and service, whilst still allowing the content of the site to be freely visible.

If you were to consider this layout, you would need to ensure that you have the content to be able to fill in all areas.

**Recommended For:**

- Businesses selling products online

- Businesses displaying product or service information on their website

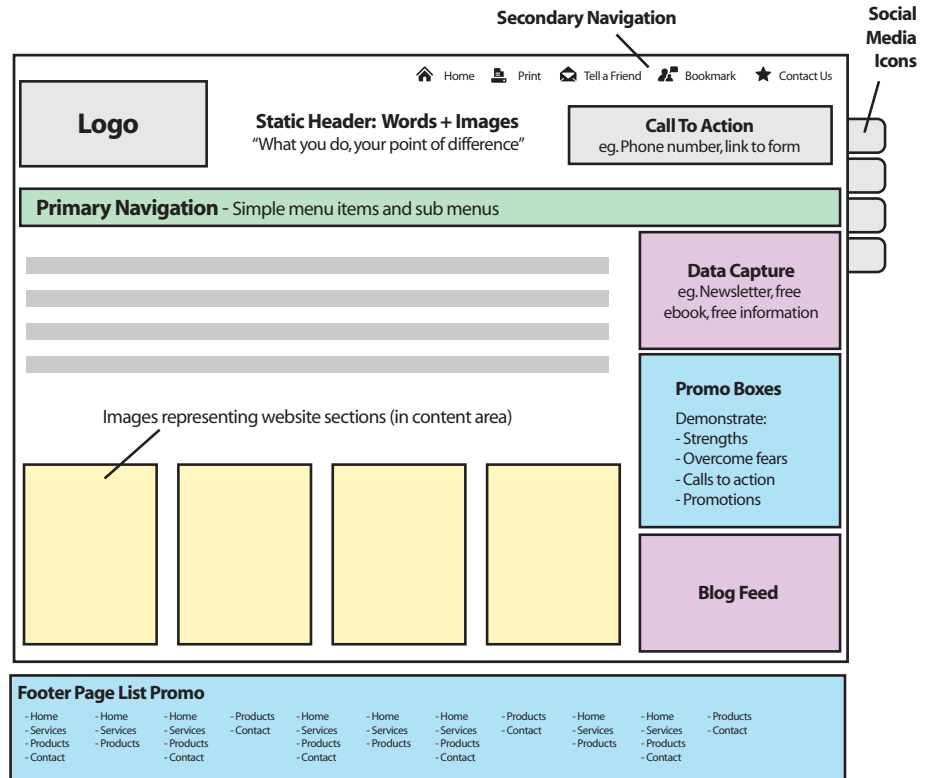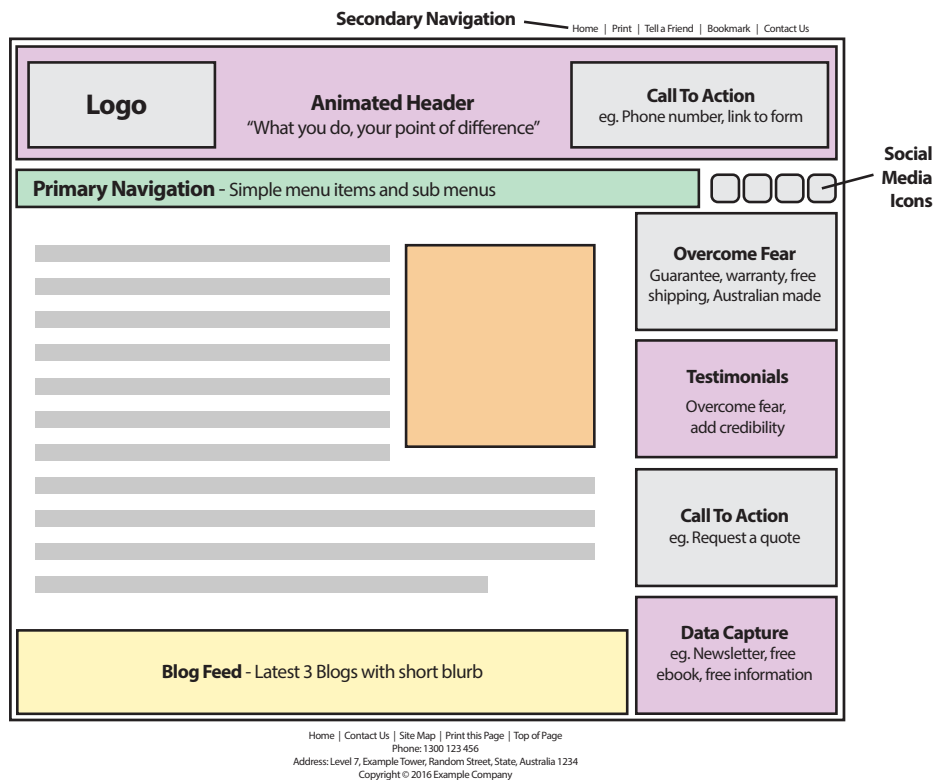- Businesses that need to display a lot of content.

## DIAGRAM 2

**Layout Benefits:**

This layout provides for a clean and consistent look across your entire website. It allows for a large content area, as well as right column elements which are able to feature calls to action, testimonials, or other content that will assist in building trust and removing fear.

**Suitable For:**

- Service based businesses

- Businesses that don't necessarily have a large amount of content.

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**Secondary Navigation**

**Social Media Icons**

Home | Print | Tell a Friend | Bookmark | Contact Us

**Logo**

**Static Header: Words + Images**
"What you do, your point of difference"

**Call To Action**
eg. Phone number, link to form

**Primary Navigation** - Simple menu items and sub menus

**Data Capture**
eg. Newsletter, free ebook, free information

*Images representing website sections (in content area)*

**Promo Boxes**

Demonstrate:
- Strengths
- Overcome fears
- Calls to action
- Promotions

**Blog Feed**

**Footer Page List Promo**

| - Home | - Home | - Home | - Products | - Home | - Home | - Home | - Products | - Home | - Home | - Products |
| - Services | - Services | - Services | - Contact | - Services | - Services | - Services | - Contact | - Services | - Services | - Contact |
| - Products | - Products | - Products | | - Products | - Products | - Products | | - Products | - Products | |
| - Contact | | - Contact | | - Contact | | - Contact | | - Contact | | |

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**Secondary Navigation**

Home | Print | Tell a Friend | Bookmark | Contact Us

**Logo**

**Animated Header**
"What you do, your point of difference"

**Call To Action**
eg. Phone number, link to form

**Primary Navigation** - Simple menu items and sub menus

**Social Media Icons**

**Overcome Fear**
Guarantee, warranty, free shipping, Australian made

**Testimonials**
Overcome fear, add credibility

**Call To Action**
eg. Request a quote

**Data Capture**
eg. Newsletter, free ebook, free information

**Blog Feed** - Latest 3 Blogs with short blurb

Home | Contact Us | Site Map | Print this Page | Top of Page
Phone: 1300 123 456
Address: Level 7, Example Tower, Random Street, State, Australia 1234
Copyright © 2016 Example Company

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**Template Element -** Templated elements of the website are static portions, that are not accessible or able to be changed via the CMS.

**Menu -** Menu and Navigation elements are able to be controlled by the client via the CMS.

**Content -** The content area of the website design is where page documents and website tools will be displayed. The client has full control over any of the content area and can control the tools via the CMS.

**Tool -** Specific tools that form part of the design are able to be controlled from within the CMS. These elements form part of the design, so some options may be restricted.

**Home Page Element -** Home Page Elements are items that may be part of the content area, or elements that may be hard coded as part of the design. Some examples include Feature Products, which is included as part of the Shopping Cart, or perhaps a grid of thumbnails that has been designed by the client.

**Promo Spot -** Promo Spots are controlled by the Promo Areas tool and allow clients a large range of options and configuration regarding what content, is being displayed on which page. Promo Spots can be edited via the CMS.

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# Website Wireframe Guide

## DIAGRAM 3

**Layout Benefits:**

This layout allows for a simple, yet consistent display of website content across your entire website. The layout allows for a small amount of content, however still maximises the templated area to allow you to build trust, remove fear and still drive traffic to important areas of your website.

**Recommended For:**

- Service based businesses

- Websites that don't have a lot of content

- Businesses looking to add more functionality later.

**Secondary Navigation**

Home | Print | Tell a Friend | Bookmark | Contact Us

**Logo**

**Call To Action**
eg. Phone number, Request a Quote, Book Now

**Primary Navigation**
Simple menu items and sub menus

**Testimonials**
Overcome fear, add credibility

**Point of difference or secondary call to action**

**Twitter Feed**

Home | Contact Us | Site Map | Print this Page | Top of Page
Phone: 1300 123 456
Address: Level 7, Example Tower, Random Street, State, Australia 1234
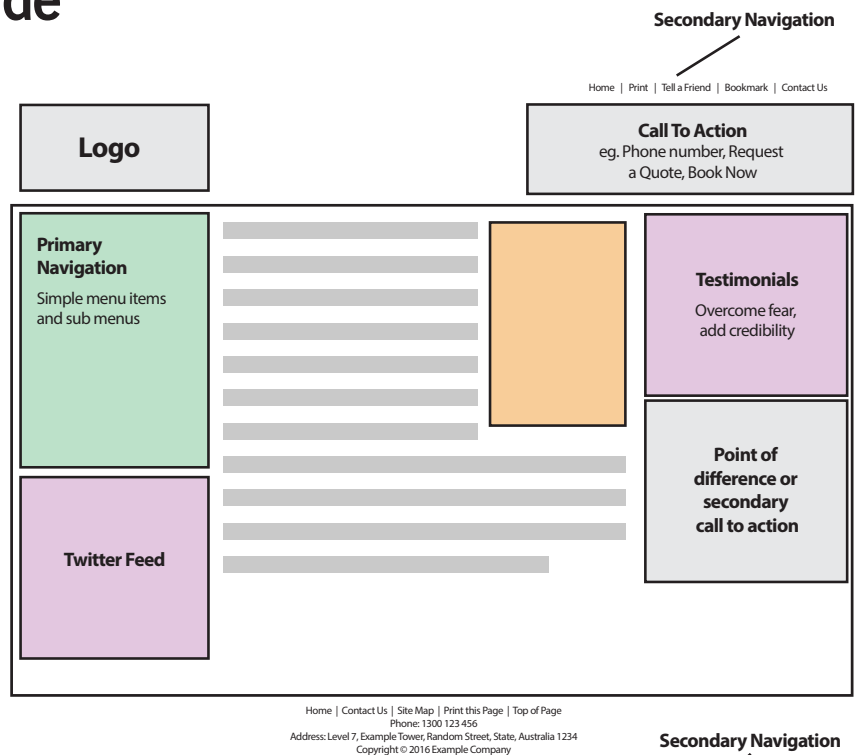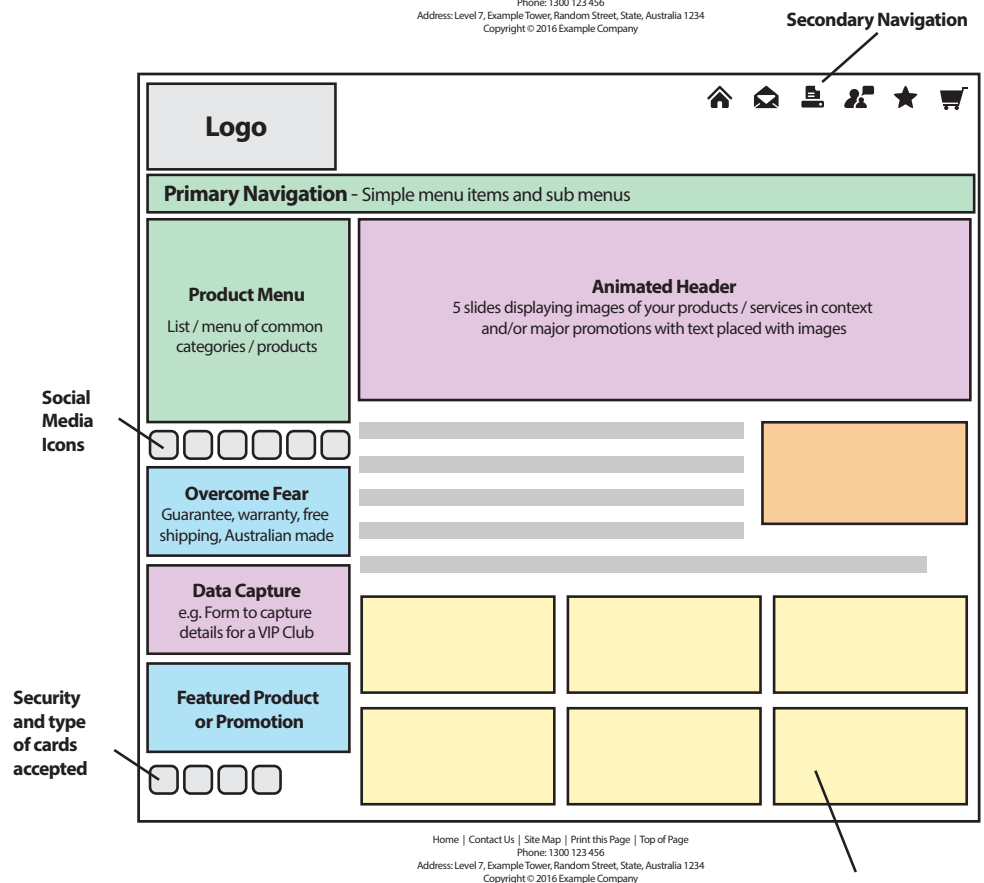Copyright © 2016 Example Company

## DIAGRAM 4

**Layout Benefits:**

This layout allows for a large range of visual representation of your product. The Animated Header can provide a compelling visual of your product or service and drive traffic to other parts of your website. The same applies for the graphical display of products or categories, which also allows for easy access.

**Suitable For:**

- Product based businesses that are selling online.

- Product or Service based businesses

- Businesses or websites with a large number of categories

**Secondary Navigation**

**Logo**

**Primary Navigation** - Simple menu items and sub menus

**Product Menu**
List / menu of common categories / products

**Animated Header**
5 slides displaying images of your products / services in context and/or major promotions with text placed with images

**Social Media Icons**

**Overcome Fear**
Guarantee, warranty, free shipping, Australian made

**Data Capture**
e.g. Form to capture details for a VIP Club

**Security and type of cards accepted**

**Featured Product or Promotion**

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**Graphic display of products or categories for easy access**

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