



Site Map Example

Understanding which pages your website will contain and how navigation must serve those pages is a critical aspect of the Discovery Phase. This example will help you create the outline needed for me to move on from the rough estimate I've given to the final estimate for your website. We will generate this site map together.

There are two parts to a site map: the outline of pages and a description of what goes on each page. These are two separate lists. I've used my own website, flextechmedia.com, as an example so you can see how this relates to the final website.

Outline List of Pages

1. Home
2. Services
 - a. WordPress Web Design
 - b. WordPress Hosting
 - c. Writing and Media
 - d. Training
3. News
4. Company
 - a. About Me
 - b. Web Design Portfolio
 - c. Content Portfolio
 - d. Standard Contract
5. Contact Me
6. Privacy Policy
7. Large File Upload Form
8. Secure Info Upload
9. ADA Compliance

Outline List of Page Content

1. Home
 - a. Core Value Propositions at top of page, each with keyword-based description and a button for learning more.
 - b. Content services mention with a button leading to content example portfolio
 - c. Statement of physical location with Contact Me button.
 - d. Testimonials with **more...** links to About Me page where full testimonials reside.
 - e. A slide strip with client logos for client's I've worked with. Each logo is clickable to the client's website.
 - f. A row of featured blog posts, 4-across with featured image above the blog post's excerpt. Each one has a **more...** link to read the full blog article. Each post is assigned to the category "Featured" in order to display on the home page.

 2. Services - Not a landing page. Contains links to subpages for SEO purposes.
 - a. WordPress Web Design
 - i. Contains overview text of the service, including ADA compliance
 - ii. Displays price points.
 - iii. Describe the process.
 - iv. Explanation of what we can build.

 - b. WordPress Hosting
 - i. Contains overview text of the service.

 - c. Writing and Media
 - i. Starts with a portfolio button.
 - ii. Provides an overview of the service.

 - d. Training
 - i. Contains overview text of the service.
 - ii. Video training examples

 3. News
 - a. A blog that includes posts assigned to the News category.
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- b. The archive page will list the blog posts from most recent to least. The archive will display the post's featured image on the left, with excerpt text on the right.
 - c. Each blog post will have a "Back" button and search feature just below the header.
 - d. No commenting or pingback is allowed on a post.
4. Company - Not a landing page. Contains links to subpages for SEO purposes.
- a. About Me
 - i. Biographical text along with my photo and my linked-in profile link.
 - ii. Testimonials with picture of client on the left and text on the right.
 - b. Web Design Portfolio
 - i. Each portfolio item listed contains an image and a text excerpt along with a **Read More...** link.
 - ii. Each portfolio post includes a "Back" button and a search feature just below the page header.
 - c. Content Portfolio
 - i. An intro paragraph.
 - ii. Links to white papers.
 - iii. Video intro for John Ellsworth
 - iv. Various infographics
 - d. Standard Contract
 - i. Text only details of my standard contract.
5. Contact Me
- a. Contains a web form for contacting me.
6. Privacy Policy
- a. Text only details of my privacy policy.
7. Large File Upload Form
- a. A password-protected page with a form for uploading files up to 150mb.
8. Secure Info Upload
- a. A password-protected page with a form for submitting sensitive financial information, such as a credit card info.

9. ADA Compliance

- a. A page of text describing my approach for helping the disabled consume my website easier.