

## Example one. Website plan for a business coach with one target market

<b>Level 1</b>	<b>HOME</b> <ul style="list-style-type: none"> <li>• Intro</li> <li>• Services</li> <li>• Testimonials</li> <li>• Case studies</li> <li>• Resources</li> <li>• Call to action</li> <li>• E-news sign up (footer of all pages)</li> </ul>				
<b>Level 2</b>	<b>SERVICES</b> <ul style="list-style-type: none"> <li>• Coaching</li> <li>• Speaking</li> <li>• Courses</li> <li>• Client quotes</li> <li>• Case studies</li> <li>• Resources</li> </ul>	<b>CASE STUDIES</b> <i>Start with a case study for each service</i>	<b>RESOURCES</b> <i>Resources that help people solve their problems for free. Blogs, webinars, and videos.</i>	<b>ABOUT</b> <ul style="list-style-type: none"> <li>• Who I help</li> <li>• What I do</li> <li>• My story</li> </ul>	<b>HIRE ME</b> <ul style="list-style-type: none"> <li>• Services</li> <li>• Fees</li> <li>• Contact details</li> <li>• Contact form</li> </ul>
<b>Level 3</b>	<ul style="list-style-type: none"> <li>• <b>COACHING</b></li> <li>• <b>SPEAKING</b></li> <li>• <b>COURSES</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>CASE STUDY 1</b></li> <li>• <b>CASE STUDY 2</b></li> <li>• <b>CASE STUDY 3</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>BLOG 1</b></li> <li>• <b>BLOG 2</b></li> <li>• <b>BLOG 3</b></li> </ul>		