

Example two. Website plan for a business coach with three target markets

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