

*The*  
**WEBPAGE**  
**LAYOUT**  
**STYLE GUIDE**  
*Cheatsheet*



## Your Start Here/Homepage

### BRAND TAGLINE

*Email  
Opt-In*

*Email  
Opt-In*

*Email  
Opt-In*

*Professional  
Picture  
of You*

### HEADLINE (WHAT YOU DO)

*followed by a brief & specific statement that states  
how you're the best fit for your ideal peeps.*

### HOW YOU CAN BEST HELP

### YOUR BEST OR NEW CONTENT

*Image Link*

*Image Link*

*Image Link*

*Image Link*

### FOOTER CALL-TO-ACTION

## Your About/Contact Page

### STRONG HEADLINE ABOUT YOUR IDEAL PEEPS

#### HOW YOU'RE HERE TO HELP

*Followed by details that describe how you're ideal peeps currently feel, the pain points they may be struggling with, the problem you specifically solve, and how you can help them solve it ([and if you need help answering these questions check out my free course here](#)).*

*Professional  
Picture  
of You*

### STRONG HEADLINE ABOUT THE ISSUE YOU SOLVE

### BRIEFLY DESCRIBE THE BEST WAYS YOU CAN HELP

**LINK TO  
WAY 1**

**LINK TO  
WAY 2**

**LINK TO  
WAY 3**

### AN INTERESTING HEADLINE ALL ABOUT YOU

*Professional  
Picture  
of You*

#### BIO/FUN FACTS

*Here's where you actually begin to talk about you. Share a story about what makes you qualified, or try listing some relatable fun facts ([for more help here, check out this awesome copy writing specialist](#)).*

### ONE SPECIFIC & FINAL CALL-TO-ACTION

*About how you can help them right now: join my accountability group, sign up for my email list, take this free course, check out my services, get this free guide etc.*

**A 'TAKE THIS ACTION RIGHT NOW' BUTTON OR SIGN UP FORM**

## Your Sales/Product Page

### STRONG HEADLINE TO GRAB ATTENTION

*Followed by more concise statements that address the problem that they currently face or where they'd like to be.*

### OFFICIALLY INTRODUCE WHAT YOU OFFER

*Official Service/Product Logo or Image*

*Followed by your service/product tagline (yes you need a tagline for your services & products too!)*

### TALK ABOUT WHAT THEY'LL GAIN

**BENEFIT/  
VALUE 1**

**BENEFIT/  
VALUE 2**

**BENEFIT/  
VALUE 3**

A 'TAKE THIS ACTION RIGHT NOW' BUTTON

### SHARE CLIENT/PRDOUCT TESTIMONIALS

*Potential  
Pic*

“ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_”

*Potential  
Pic*

“ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_”

*Potential  
Pic*

“ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_”

### MAP OUT THE SCHEDULE OR HOW IT WORKS

**STEP/FEATURE**

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**STEP/FEATURE**

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**STEP/FEATURE**

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**STEP/FEATURE**

4. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### FINAL CTA TO PURCHASE OR SIGN UP NOW

A 'TAKE THIS ACTION RIGHT NOW' BUTTON

HEY THERE, I'M YURI!

HERE TO HELP YOU  
DIY YOUR SIDE HUSTLE  
ONE SMART STEP  
AT A TIME



WHO I'M HERE FOR

I teach how to create digital products in order to generate passive income online - helping you run a side hustle on auto pilot.

YOUR CURRENT STEP

Use this *Web Page Layout Style Guide* as inspiration to brainstorm, customize & design visually engaging website layouts for your brand.

YOUR NEXT STEP

The DIY Side Hustle Starter Guide || STAGE 2: BUILD YOUR BRAND



CHECK OUT THE GUIDE HERE