



## Purpose

The Homepage serves as the starting point of your website. We apply the CEA methodologies and technologies to your content to develop an exceptional customer experience!

## Browser Tab Name

A web browser, like Chrome, Internet Explorer, Apple Safari, allow users to access content. Regardless of the browser used, a favicon (image) and name will show up on the browser tab (like the tab of a file folder). The browser tab name should be no more than 3 words. It should be a short synopsis of your site.

### Browser Tab Name

Your Answer Here

## Homepage Menu Bar

We can add up to eight items to a menu bar in the logged out and logged in version of your site. You can customize the functionality of the menu bar and the names of the menu items. The blog menu item usually takes the client to your blog page on your main site. Raving Fans is your testimonial page. Your "about us" page is often created from the images and copy on your main website.

After a client logs in, the menu bar shows them all of the site functionality for a logged in user.

The default format for your Homepage Navigational Menu has the following 7 items listed below and in the order provided.

Home	Courses	About Us	Raving Fans	Members	Free Stuff	Log In
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*Logged Out*

What links would you on the logged OUT menu bar? Please list them in desired order of appearance.

Courses	About Us	Raving Fans	Members	Free Stuff	Log In
Your Answer Here	Your Answer Here	Your Answer Here	Your Answer Here	Your Answer Here	Your Answer Here

*Logged In*

What links would you on the logged IN menu bar? Please list them in desired order of appearance.

Courses	About Us	Raving Fans	Contact Us	Members	Log Out
Your Answer Here	Your Answer Here	Your Answer Here	Your Answer Here	Your Answer Here	Your Answer Here

**Homepage Headline**

Your Homepage headline should be 10 words or less. It lets your clients or potential clients know what they can expect from your site, or said differently, your promise.

This statement should be clear and concise.

Desired Homepage Headline Copy
Your Answer Here



### Homepage Intro Paragraph and Welcome Video

The Homepage Intro paragraph should be 70 words or less and describe the benefits and the breakthrough your clients will receive. It should be powerful and concise, reinforcing the value of your courses and their membership.

What are the benefits and breakthroughs your clients will receive?

Intro Paragraph Copy	Welcome Video
Your Answer Here	The homepage welcome video is a 3090 second video welcoming people to your site and telling them what they can expect to get from being a member. Example Scripts and Videos Document: <a href="https://docs.google.com/document/d/1fSE1qllleb2FZBQdBvRVxmK9pHpmQu1EMdLz7gKF2MhM/edit?usp=sharing">https://docs.google.com/document/d/1fSE1qllleb2FZBQdBvRVxmK9pHpmQu1EMdLz7gKF2MhM/edit?usp=sharing</a>
Welcome Video	Insert Embed Link Here

### Homepage Horizontal Bar Slogan, Button

This is the center section on the homepage that can be customized by you and any visitor can click on the button to learn more about your courses.

Horizontal Bar Slogan		
What's Your Slogan?		
Button Name (Learn More, Join Now, Let's Get Started)		
Your Answer Here		
Horizontal Bar Graphic	Please upload a background image to your designated graphics folder.	Need ideas, ask us?



### Example Homepage layout with the sections above:

Favicon / Browser Name

[Text Based Logo]
Courses   About Us   Raving Fans   Members   Free Stuff   Log In

**HOMEPAGE HEADLINE**

The Homepage text paragraph should be 70 words or less. It should be powerful and concise, reinforcing the value of your courses and their membership.

Don't move all night having their main disturbing sleeping functionality on any sofa you're using the keyboard for show my fully body but it's a trap if you pet it will tear up your hand, and warm up laptop with butlick butl fat rainbow unit course yell pee in like box top of cat can table.

Head on top of selling cheap mousemate place to dominate until another take away or lick (photo) the cat was chasing the mouse claw at curtain stretch.

[Get Started Now](#)

**Welcome Value**

The homepage welcome value is a 30-60 second video welcoming people to your site and telling them what they can expect to get from being a member.

Once you have finished your work please upload it to your video account and share the link with us by adding it to your CLIENT Build Welcome Feedback.

Product Image

[Image]

Product Image

[Image]

Product Image

[Image]

**HOMEPAGE HORIZONTAL BAR SLOGAN**

[Button \(back to course\)](#)

Testimonial Image or Video

**Testimonial Header**

Testimonial text Bacon ipsum dolor amet burglingies breccada tendebon chauris chyme buffalito ip packram beef Proscuitto donec drumstick pork chop venison landjager andouille tongue ham to ip cabani turkey.

Testimonial Image or Video

**Testimonial Header**

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